

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 28, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	36.9	28,150
2	WORLD SERIES GAME #6(S)	32.5	24,800
3	THREE'S COMPANY#	29.3	22,360
4	60 MINUTES	28.5	21,750
5	ONE DAY AT A TIME	28.4	21,670
6	M*A*S*H	27.8	21,210
7	ALICE	27.4	20,910
8	JEFFERSONS	26.2	19,990
8	TAXI#	26.2	19,990
10	DALLAS	25.1	19,150
11	LITTLE HOUSE-PRAIRIE	24.1	18,390
12	WKRP IN CINCINNATI	23.8	18,160
13	WORLD SERIES PRE GAME #7(S)	23.4	17,850
14	WORLD SERIES PRE GAME #6(S)	23.3	17,780
15	EIGHT IS ENOUGH#	23.1	17,630
16	ARCHIE BUNKER'S PLACE	22.9	17,470
17	HART TO HART#	22.8	17,400
18	DUKES OF HAZZARD	22.7	17,320
19	MORK & MINDY	22.5	17,170

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	24.1	49,890
2	THREE'S COMPANY#	21.8	45,090
3	WORLD SERIES GAME #6(S)	21.1	43,640
4	ONE DAY AT A TIME	20.4	42,270
5	MORK & MINDY	19.7	40,740
6	60 MINUTES	19.1	39,540
7	ALICE	18.8	38,840
8	M*A*S*H	18.7	38,660
9	TAXI#	18.2	37,630
10	FAT ALBERT HALLOWEEN SPEC(S)	18.1	37,350
11	DUKES OF HAZZARD	18.0	37,210
12	CHARLIE BROWN-GRT PUMPKIN(S)	17.6	36,430
13	JEFFERSONS	17.6	36,390
14	LITTLE HOUSE-PRAIRIE	17.2	35,650
15	DALLAS	17.0	35,140
16	EIGHT IS ENOUGH#	16.7	34,600
17	WORLD SERIES PRE GAME #6(S)	16.1	33,380
18	HALLOWEEN-ALMOST WASNT(S)	16.0	33,170
19	ARCHIE BUNKER'S PLACE	15.7	32,370
20	CHIPS	15.4	31,870
21	HAPPY DAYS#	15.3	31,610

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	24.8	19,900
2	ONE DAY AT A TIME	23.9	19,170
3	THREE'S COMPANY#	23.2	18,590
4	60 MINUTES	22.8	18,250
5	ALICE	22.5	18,020
6	DALLAS	22.4	17,940
7	LITTLE HOUSE-PRAIRIE	21.8	17,470
8	M*A*S*H	21.2	17,010
9	JEFFERSONS	21.1	16,890
10	WORLD SERIES GAME #6(S)	20.9	16,790
11	TAXI#	20.8	16,640
12	ARCHIE BUNKER'S PLACE	18.9	15,160
13	QUINCY, M.E.	18.8	15,070
14	EIGHT IS ENOUGH#	18.1	14,540
15	HART TO HART#	18.0	14,400
16	DUKES OF HAZZARD	17.9	14,330
17	TRAPPER JOHN, M.D.	17.7	14,150

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	32.4	23,340
2	WORLD SERIES GAME #6(S)	29.9	21,550
3	60 MINUTES	23.1	16,660
4	WORLD SERIES PRE GAME #6(S)	20.3	14,630
5	WORLD SERIES PRE GAME #7(S)	19.0	13,700
6	NFL MONDAY NIGHT FOOTBALL	18.9	13,630
7	ONE DAY AT A TIME	18.8	13,550
8	CBS NFL FOOTBALL GAME 1	18.1	13,070
9	THREE'S COMPANY#	17.4	12,550
10	ABC NFL FOOTBALL SPECIAL(S)	17.1	12,320
11	ALICE	17.0	12,260
12	TAXI#	16.8	12,080
13	M*A*S*H	16.7	12,070
14	MORK & MINDY	16.5	11,860
15	ARCHIE BUNKER'S PLACE	16.3	11,760
16	JEFFERSONS	16.3	11,730
17	DALLAS	15.5	11,170
18	DUKES OF HAZZARD	15.5	11,140
19	CBS NFL FOOTBALL SPECIAL(S)	15.4	11,120
20	ABC SUNDAY NIGHT MOVIE	15.1	10,920
21	WKRP IN CINCINNATI	14.9	10,740

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 28, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	M*A*S*H	23.2	11,560
2	THREE'S COMPANY#	22.4	11,190
3	MORK & MINDY	22.0	10,990
4	TAXI#	21.3	10,630
5	ONE DAY AT A TIME	21.1	10,550
6	QUINCY, M.E.	20.7	10,330
7	WORLD SERIES GAME #7(S)	20.7	10,320
8	DALLAS	20.5	10,220
9	HART TO HART#	19.5	9,740
10	ALICE	19.1	9,550
11	WKRP IN CINCINNATI	19.0	9,490
12	JEFFERSONS	18.2	9,090
13	EIGHT IS ENOUGH#	18.0	8,970
14	LOU GRANT	17.1	8,540
15	CHARLIE BROWN-GRT PUMPKIN(S)	17.0	8,480
16	HAPPY DAYS#	17.0	8,480
17	FANTASY ISLAND	16.9	8,450

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.0	8,280
2	WORLD SERIES GAME #6(S)	32.9	8,010
3	WORLD SERIES GAME #7(S)	32.6	7,940
4	LITTLE HOUSE-PRAIRIE	32.2	7,820
5	ALICE	30.6	7,440
6	ARCHIE BUNKER'S PLACE	30.1	7,320
7	ONE DAY AT A TIME	30.0	7,300
8	JEFFERSONS	28.0	6,800
9	WALTONS	25.8	6,270
10	DALLAS	25.6	6,220
11	TRAPPER JOHN, M.D.	23.8	5,780
12	WORLD SERIES PRE GAME #6(S)	23.4	5,690
13	THREE'S COMPANY#	23.1	5,610
14	SHIRLEY#	22.7	5,510
15	WORLD SERIES PRE GAME #7(S)	21.1	5,120
16	DUKES OF HAZZARD	20.1	4,900
17	NBC MONDAY NIGHT MOVIES	20.1	4,890
18	EIGHT IS ENOUGH#	19.9	4,850
19	LOVE BOAT	19.7	4,790

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #7(S)	27.3	12,960
2	WORLD SERIES GAME #6(S)	23.8	11,280
3	MORK & MINDY	20.5	9,730
4	NFL MONDAY NIGHT FOOTBALL	18.3	8,670
5	M*A*S*H	17.7	8,390
6	CBS NFL FOOTBALL GAME 1	17.5	8,310
7	60 MINUTES	17.1	8,140
8	ABC NFL FOOTBALL SPECIAL(S)	17.0	8,070
9	ABC SUNDAY NIGHT MOVIE	16.9	8,040
10	HALLOWEEN-ALMOST WASN'T(S)	16.3	7,750
11	WORLD SERIES PRE GAME #6(S)	16.0	7,590
12	BUCK ROGERS-25TH CENTURY	15.9	7,570
13	WKRP IN CINCINNATI	15.8	7,500
14	THREE'S COMPANY#	15.7	7,470
15	WORLD SERIES PRE GAME #7(S)	15.7	7,460
16	TAXI#	15.7	7,450
17	ASSOCIATES#	15.2	7,210
18	NFL FOOTBALL GAME 2-NBC#	15.0	7,100
19	BEST-SATURDAY NIGHT LIVE#	14.9	7,090
20	DUKES OF HAZZARD	14.9	7,060
21	ONE DAY AT A TIME	14.9	7,050

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #6(S)	45.8	8,760
2	WORLD SERIES GAME #7(S)	45.6	8,710
3	60 MINUTES	36.4	6,960
4	WORLD SERIES PRE GAME #6(S)	30.3	5,800
5	ARCHIE BUNKER'S PLACE	28.2	5,390
6	ONE DAY AT A TIME	28.1	5,370
7	WORLD SERIES PRE GAME #7(S)	28.0	5,350
8	ALICE	26.8	5,120
9	JEFFERSONS	24.2	4,620
10	NFL MONDAY NIGHT FOOTBALL	22.0	4,200
11	CBS NFL FOOTBALL SPECIAL(S)	21.9	4,180
12	LITTLE HOUSE-PRAIRIE	21.3	4,080
13	WALTONS	20.2	3,870
14	CBS NFL FOOTBALL GAME 1	19.8	3,790
15	DALLAS	19.8	3,790
16	THREE'S COMPANY#	19.4	3,710
17	SHOOTIST(S)	18.9	3,620
18	TRAPPER JOHN, M.D.	18.3	3,500
19	VEGA\$#	18.0	3,440
20	HAWAII FIVE-O	17.7	3,380
21	DUKES OF HAZZARD	17.5	3,340
21	TAXI#	17.5	3,340

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+										
*EVENING																																			
ABC FRIDAY NIGHT MOVIE										5	190	191	A	12.7	23	969	2037	805	273	859	358	531	467	98^254	694	277	446	397	100^191	140	72^	344	270		
1	FRI.	9.00P	120	ABC	FF	98	97	B	15.4	27	1175	1963	795	328	869	385	583	503	108	219	598	239	410	369	75	139	180	91	316	241					
2	FRI.	8.00P	180																																
		8.00 - 8.30						A	12.1	22	923	2158	830	240^	852	300	457	462	97^304	731	252^	406	369	148^271	165^	98^	410	297							
		8.30 - 9.00						A	12.2	22	931	2220	873	282	896	339	510	471	84^290	755	277	431	397	149^258^	148^	72^	421	328							
		9.00 - 9.30						A	12.6	23	961	1997	774	277	841	354	506	428	103^269	687	268	447	407	102^188	120^	58^	349	263							
		9.30 - 10.00						A	12.6	22	961	2009	794	272	854	363	526	458	109^260	701	299	458	408	97^185	123^	59^	331	261							
		10.00 - 10.30						A	13.3	24	1015	2002	796	271	858	370	562	480	96^232	673	275	453	394	76^166	137	71^	334	266							
		10.30 - 11.00						A	13.0	23	992	1978	798	288	857	376	562	486	91^218	675	277	459	396	81^162	156	93^	290	247							
ABC NEWSBRIEF-M-F										34	190	183	A	17.8	29	1358	1830	677	276	761	284	445	399	119	245	657	235	392	363	100	210	178	79	234	173
1	MON.	8.58P	1	ABC	N	96	95	B	18.0	29	1373	1839	692	280	769	305	478	423	105	223	644	254	397	354	95	191	195	96	231	163					
1	TUE.	8.11P	1																																
1	WED.	8.13P	1																																
1	THU.	9.58P	1																																
1	FRI.	8.57P	2																																
2	M & TH	8.58P	1																																
2	TU & W	9.58P	1																																
2	FRI.	10.01P	1																																
ABC NEWSBRIEF-SAT.										7	192	184	A	18.6	33	1419	1802	745	264	845	324	481	418	119	301	537	185	320	308	79^175	183	125	237	196	
	SAT.	9.58P	1	ABC	N	98	96	B	18.8	34	1434	1864	749	271	848	320	484	415	120	308	583	227	367	322	86	179	165	107	268	216					
ABC NEWSBRIEF-SUN.										7	194	195	A	14.0	21	1068	2080	666	310	759	403	553	443	80^138	728	329	545	497	75^127	248	107^	345	245		
	SUN.	8.58P	1	ABC	N	98	98	B	16.7	25	1274	2091	675	352	759	398	577	447	75	142	761	393	564	446	81	140	233	111	338	232					
ABC NFL FOOTBALL SPECIAL(S)												196	A	17.5	31	1335	1652	420	237	448	166^	303	320	38^101^	922	355	605	560	112^248	139^	48^	143^	127^		
2	THU.	9.00P	190	ABC	SE		99																												
		9.00 - 9.30						A	17.6	28	1343	1797	425	261	469	161^	307	349	46^104^	877	311	541	509	107^267	178^	87^	273	197							
		9.30 - 10.00						A	17.9	28	1366	1668	420	253	447	162^	318	340	30^87^	905	322	553	542	121^267	141^	59^	175^	155^							
		10.00 - 10.30						A	19.3	31	1473	1637	410	222	432	137^	275	296	33^110^	958	368	622	601	114^247	125^	45^	122^	122^							
		10.30 - 11.00						A	17.6	30	1343	1610	426	237	449	158^	283	317	39^114^	957	392	635	582	114^251	113^	39^	91^	91^							
		11.00 - 11.30						A	17.9	34	1366	1641	432	249	461	212	327	326	35^92^	947	397	678	611	101^213	127^	25^	106^	106^							
		11.30 - 12.00						A	16.2	39	1236	1541	380	198	412	154^	295	279	37^91^	918	356	608	536	119^254	122^	28^	89^	89^							
ABC SUNDAY NIGHT MOVIE										6	196	195	A	16.6	27	1267	1930	731	354	808	372	559	492	75^160	863	347	635	566	117	162	173	82^	86^	65^	
	SUN.	9.00P	120	ABC	FF	99	99	B	17.1	28	1305	1907	741	371	806	396	599	502	74	148	823	383	615	538	76	146	158	77	120	93					
		9.00 - 9.30						A	14.8	22	1129	2078	723	348	798	367	540	473	81^165	874	324	629	580	125	170	219	111	187	137						
		9.30 - 10.00						A	16.5	25	1259	1963	717	364	793	355	545	496	73^152	873	330	628	579	121	166	193	107	104	82^						
		10.00 - 10.30						A	17.2	29	1312	1889	746	358	827	387	580	505	77^162	863	368	646	565	112	155	156	67^	43^	35^						
		10.30 - 11.00						A	17.7	33	1351	1828	738	352	817	384	572	493	75^165	846	366	642	552	113	153	134	52^	31^	23^						
ABC WORLD NEWS TONIGHT										20	191	194	A	11.0	23	839	1532	637	225	741	199	342	322	117	333	592	149	284	285	113	261	105	48^	94	59^
	M-F	6.30P	30	ABC	N	98	98	B	11.1	23	847	1561	662	230	743	187	358	355	103	314	613	172	312	296	109	251	102	55	103	70					
ABC WRLO NEWS TONIGHT-SUN										3	143	147	A	7.2	15	549	1743	691	226	822	249	408	396	111^322	603	180^	274	282	87^235	198^	74^	120^	66^		
	SUN.	6.30P	30	ABC	N	83	83	B	7.0	15	534	1772	747	199	860	234	410	386	130	371	627	183	284	257	106	267	161	71	124	77					
ALICE										5	196	195	A	27.4	41	2091	1857	795	284	861	260	457	414	163	354	587	175	308	264	115	245	159	75	250	202
1	SUN.	9.16P	30	CBS	CS	96	99	B	25.5	38	1946	1813	795	264	872	265	441	399	146	371	599	174	303	267	125	256	149	91	193	148					
2	SUN.	9.11P	30																																
ALL STAR FAMILY FEUD(S)												196	A	13.4	24	1022	1839	857	332	907	291	504	456	140^318	548	187^	334	272	136^199^	155^	70^	229^	143^		
1	FRI.	8.00P	60	ABC	QP		99																												
		8.00 - 8.30						A	13.0	24	992	1804	862	314	911	276	502	469	135^317	540	163^	311	262	151^213^	139^	69^	214^	135^							
		8.30 - 9.00						A	13.9	25	1061	1844	841	344	889	297	498	441	142^313	548	208^	352	278	120^183^	168^	72^	239	149^							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1979 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK # DAY		START TIME		DUR		NET TYPE		WK 1 WK 2		KEY	A.V.G. AUD. SHARE %		A.V.G. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																			
														TOTAL	18-34	WOMEN			MEN			TOTAL		18-34	18-49	25-34	55-64	55+	TOTAL	18-34	18-49	25-34	55-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																													
CBS EVENING NEWS-DEAN																		1	139			A	6.9	15	526	1603	673	223	736	154	351	385	123	327	637	111	228	276	134	335	125	34	105	105	
1 SUN. 6.30P 30 CBS N																		75				B	6.9	15	526	1603	673	223	736	154	351	385	123	327	637	111	228	276	134	335	125	34	105	105	
CBS NFL FOOTBALL SPECIAL(S)																		168				A	17.4	32	1328	1857	720	348	776	221	349	364	156	355	838	264	448	450	161	316	88	21	155	144	
1 SUN. 7.00P 16 CBS SE																		83																											
CBS SAT. NEWS-SCHIEFFER																		4	137	132		A	8.2	19	626	1530	741	228	823	234	352	332	164	407	506	133	208	196	87	271	50	17	151	47	
SAT. 6.30P 30 CBS N																		84	83			B	8.2	19	626	1523	700	243	796	196	329	294	157	408	528	126	213	210	113	282	67	25	132	56	
CBS TUESDAY NIGHT MOVIES																		4	181			A	13.0	22	992	1644	738	299	882	307	545	485	95	272	611	240	386	317	122	181	84	37	67	42	
2 TUE. 9.00P 120 CBS FF																		98				B	18.5	30	1412	1751	814	319	905	329	536	480	131	301	597	201	367	355	88	172	143	76	106	87	
9.00 - 9.30																						A	11.8	19	900	1671	742	318	894	321	563	480	97	272	588	225	367	322	109	161	101	37	108	63	
9.30 - 10.00																						A	12.7	21	969	1593	730	302	864	301	536	470	100	263	592	218	368	317	128	183	94	32	43	19	
10.00 - 10.30																						A	13.5	23	1030	1640	726	285	866	295	541	483	90	270	630	251	410	320	118	176	81	33	63	49	
10.30 - 11.00																						A	13.9	24	1061	1672	768	292	908	311	547	502	99	291	647	257	396	312	132	203	61	44	56	41	
CBS WEDNESDAY NIGHT MOVIE																		5	183	189		A	17.5	28	1335	1748	760	247	837	262	491	487	116	266	690	225	418	372	94	211	139	62	82	55	
WED. 9.00P 120 CBS FF																		99	99			B	15.8	25	1206	1680	745	273	820	281	498	465	116	254	649	241	395	357	95	193	126	59	85	57	
9.00 - 9.30																						A	16.4	25	1251	1811	760	233	842	252	484	471	125	282	701	221	406	375	92	226	145	71	123	92	
9.30 - 10.00																						A	18.5	28	1412	1780	764	254	844	265	489	474	114	278	700	244	429	381	87	205	153	70	83	60	
10.00 - 10.30																						A	18.0	29	1373	1706	746	266	827	264	496	496	113	249	676	220	420	370	94	202	134	57	69	40	
10.30 - 11.00																						A	17.0	28	1297	1691	774	237	842	266	497	502	115	262	678	211	412	364	104	213	116	46	55	32	
CELEBRITY CHALLENGE-SEXES(S)																		182				A	14.5	26	1106	2084	661	182	756	273	498	390	83	231	805	340	594	456	81	190	232	103	291	212	
1 SAT. 8.00P 120 CBS SE																		99				A	13.8	26	1053	1980	661	126	792	254	482	380	91	273	688	254	428	335	85	240	202	109	298	192	
8.00 - 8.30																						A	15.2	28	1160	2101	632	109	759	284	496	353	76	240	754	309	515	398	96	220	227	120	361	266	
8.30 - 9.00																						A	14.4	26	1099	2112	669	222	728	285	496	395	83	205	898	406	722	552	71	154	246	96	240	183	
9.00 - 9.30																						A	14.5	26	1106	2139	686	272	744	267	509	432	81	205	886	394	712	543	71	146	251	86	258	205	
9.30 - 10.00																																													
CHARLIE BROWN-GRT PUMPKIN(S)																		187				A	20.7	33	1579	2307	602	234	683	381	538	452	49	120	447	219	341	320	51	76	169	74	1008	602	
2 MON. 8.00P 30 CBS EA																		98																											
CHARLIE'S ANGELS																		5	194			A	21.2	33	1618	1824	631	315	764	339	474	398	102	233	589	212	330	334	86	180	181	101	290	175	
2 WED. 9.00P 60 ABC PD																		99				B	26.1	41	1991	1875	728	313	826	345	538	458	114	226	595	246	375	308	92	167	224	134	230	166	
9.00 - 9.30																						A	20.2	32	1541	1860	615	305	750	337	452	376	108	244	594	207	326	328	87	190	171	101	345	208	
9.30 - 10.00																						A	22.2	34	1694	1786	643	321	773	341	492	418	98	223	586	214	334	340	85	173	190	101	237	146	
CHIPS																		6	211	209		A	19.4	36	1480	2153	709	282	837	333	521	418	97	254	557	193	327	330	86	161	249	115	510	322	
SAT. 8.00P 60 NBC OP																		98	96			B	22.7	42	1732	2169	747	299	842	319	527	451	91	250	657	238	405	357	89	198	226	109	444	303	
8.00 - 8.30																						A	17.8	34	1358	2177	715	282	860	348	537	412	102	257	556	181	314	329	85	168	246	114	515	326	
8.30 - 9.00																						A	20.9	38	1595	2135	705	282	817	322	506	423	89	249	557	201	333	326	88	158	253	116	508	324	
COUNTRY SUPERSTARS-70'S(S)																		198				A	16.5	24	1259	1754	802	285	905	309	493	428	156	353	607	195	353	323	132	193	125	34	117	96	
1 TUE. 9.00P 120 NBC PC																		98																											
9.00 - 9.30																						A	16.8	25	1282	1806	805	278	914	318	493	441	161	352	567	181	323	321	123	179	161	47	164	137	
9.30 - 10.00																						A	17.1	25	1305	1766	826	302	941	337	515	436	170	366	557	159	306	304	129	191	133	31	135	121	
10.00 - 10.30																						A	16.7	25	1274	1715	797	286	880	297	487	425	146	340	623	213	377	326	132	187	115	28	97	73	
10.30 - 11.00																						A	15.6	24	1190	1692	767	268	867	274	464	399	149	351	675	228	401	330	142	213	83	29	67	47	
DALLAS																		6	197	198		A	25.1	45	1915	1835	853	311	935	315	534	478	152	324	584	197	356	318	114	198	122	45	194	146	
FRI. 10.00P 60 CBS GD																		99	99			B	22.1	38	1686	1786	828	277	916	348	545	473	125	298	547	193	336	302	91	172	131	61	192	141	
10.00 - 10.30																						A	24.3	43	1854	1854	844	303	931	313	521	460	154	334	581	191	345	310	118	206	126	47	216	159	
10.30 - 11.00																						A	25.8	46	1969	1819	867	318	944	318	545	495	151	317	588	200	366	326	109	193	115	41	172	134	

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PROGRAM NAME										AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	T/C SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.																		
											AVG. AUD. %	AVG. SHARE %			18-34	18-49	18-25-54	55-64	55+	18-34	18-49	18-25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
EVENING CONT'D																																
							7	195	187		A 12.1	22	923	1860	717	255	808	252	428	382	123	307	567	175	341	309	89	204	206	134	279	210
							98	97			B 12.9	24	984	1908	740	240	834	284	424	356	132	342	614	214	370	347	111	204	155	92	305	223
							45	208			A 17.7	33	1351	1949	704	216	771	193	423	385	160	306	514	117	255	224	92	236	251	112	413	337
							99				B 17.9	34	1366																			
							1		207		A 20.2	32	1541	1980	717	274	761	236	424	408	91	266	572	210	364	321	85	154	285	111	362	257
							99				B 20.2	32	1541	1980	717	274	761	236	424	408	91	266	572	210	364	321	85	154	285	111	362	257
							164				A 11.7	22	893	2206	607	147	653	269	411	359	66	192	677	207	395	351	154	282	272	115	604	399
							82																									
							7	210	211		A 16.6	27	1267	2224	686	241	779	283	472	420	127	252	690	211	407	371	113	225	251	98	504	342
							99	99			B 16.5	28	1259	2385	720	252	813	360	546	458	93	219	711	288	486	408	95	172	237	84	624	414
											A 14.5	23	1106	1989	704	254	810	235	432	406	193	313	632	189	362	319	95	208	209	90	338	258
											A 17.9	28	1366	2276	689	248	785	301	487	428	112	241	694	214	414	382	112	221	258	96	539	355
							6	201	194		A 22.7	40	1732	2148	740	286	827	297	488	423	148	283	643	211	408	367	112	194	215	69	463	317
							99	98			B 20.7	35	1579	2089	702	240	773	307	489	422	110	232	604	205	381	353	100	173	211	76	501	348
											A 22.2	40	1694	2151	723	275	811	295	471	413	145	282	662	223	415	370	114	202	203	69	475	316
											A 23.1	41	1763	2149	761	299	845	299	501	436	148	286	629	199	404	365	110	187	224	69	451	318
							5		199		A 23.1	38	1763	1963	720	277	827	305	511	404	106	277	528	175	290	292	55	169	159	116	449	280
							99				B 24.9	41	1900	1994	764	295	863	347	542	431	110	263	485	186	291	241	68	152	252	164	394	261
											A 22.2	37	1694	1927	725	269	823	288	498	393	114	287	516	171	279	276	58	173	149	108	439	269
											A 24.1	38	1839	1983	708	281	823	318	518	415	97	261	535	178	297	310	49	162	169	123	456	291
							4	202	195		A 12.5	22	954	1738	714	274	803	256	423	441	156	276	703	239	450	416	95	185	126	54	106	74
							99	96			B 14.1	24	1076	1804	739	263	832	262	435	428	140	314	675	207	406	384	106	213	130	42	167	108
											A 12.5	22	954	1732	713	278	804	253	420	442	156	277	686	230	429	402	95	189	120	52	122	86
											A 12.6	23	961	1722	702	261	790	254	418	432	157	272	710	246	465	427	93	176	130	56	122	86
							2	197	191		A 20.3	39	1549	1813	737	277	843	348	545	442	95	249	562	208	388	341	63	145	211	135	197	175
							99	97			B 20.3	39	1549	1813	737	277	843	348	545	442	95	249	562	208	388	341	63	145	211	135	197	175
											A 20.1	38	1534	1814	741	268	848	345	537	435	100	258	565	207	396	344	62	144	197	138	204	177
											A 20.5	39	1564	1802	735	287	840	354	554	448	87	238	554	211	381	335	67	143	216	128	192	172
							187				A 21.0	32	1602	2331	563	186	636	364	508	408	35	100	445	209	333	327	44	79	190	89	1060	645
							98																									
							181				A 19.0	28	1450	1765	726	295	835	367	570	482	93	194	600	273	453	392	69	104	237	156	93	42
							99				A 18.6	27	1419	1805	718	263	836	356	558	471	74	206	571	264	419	359	74	109	240	159	158	83
											A 19.0	28	1450	1740	695	307	810	379	570	469	86	174	578	284	440	369	68	96	236	147	116	53
											A 19.3	28	1473	1771	732	314	850	383	583	487	102	196	623	266	475	425	72	104	245	165	53	17
											A 19.0	29	1450	1746	763	293	845	355	571	503	110	200	628	275	480	414	66	110	228	152	45	17
							181				A 16.6	25	1267	2618	667	302	770	448	649	529	42	92	720	417	613	555	24	60	259	126	869	552
							97																									
							183				A 15.9	25	1213	2532	621	318	764	438	656	496	41	86	625	354	539	470	26	51	242	102	901	546
							98																									
							6	208			A 21.6	35	1648	1918	681	294	783	338	514	449	96	196	548	224	356	326	58	148	221	127	366	228
							99				B 21.4	36	1633	1967	691	290	783	358	524	423	88	204	542	271	375	291	69	133	229	124	413	267

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING. HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														MEN					WOMEN					TEENS (12-17)					CHILDREN (2-11)				
															18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																	
HART TO HART																																	
2	TUE.	10.00P	60	ABC	PD	1	200	A	22.8	39	1740	1564	744	326	827	372	560	532	123	181	538	236	362	365	78	119	164	93	35	32	35	32	
		10.00 - 10.30					99	B	22.8	39	1740	1564	744	326	827	372	560	532	123	181	538	236	362	365	78	119	164	93	35	32	35	32	
		10.30 - 11.00						A	23.1	39	1763	1575	725	324	816	358	549	529	117	175	536	230	356	365	80	120	167	93	56	50	56	50	
								A	22.4	39	1709	1554	766	330	842	389	574	539	129	188	540	241	369	364	75	117	159	92	13	13	13	13	
HAWAII FIVE-O																																	
	THU.	9.00P	60	CBS	OP	4	191	A	15.3	24	1167	1675	807	280	864	211	402	387	162	388	628	136	307	273	135	289	111	39	72	28	72	28	
		9.00 - 9.30					97	B	16.4	26	1251	1717	771	283	848	210	378	384	163	376	682	179	330	299	151	282	102	33	85	44	85	44	
		9.30 - 10.00						A	14.9	24	1137	1674	810	279	864	206	395	380	164	402	621	122	298	270	138	294	104	37	85	33	85	33	
								A	15.6	25	1190	1676	807	279	866	218	410	395	163	377	635	150	315	275	134	287	117	41	58	25	58	25	
HELLO LARRY																																	
1	FRI.	8.30P	30	NBC	CS	2	200	A	15.4	28	1175	1877	706	198	788	201	409	375	156	332	505	107	253	219	79	235	228	100	356	260	356	260	
							98	B	16.5	28	1259	1890	744	191	836	208	395	406	142	352	529	140	282	259	94	209	200	87	325	238	325	238	
HELLO, LARRY																																	
2	WED.	9.30P	30	NBC	CS	1	199	A	17.3	27	1320	2017	722	284	801	290	492	439	71	259	607	222	365	318	83	196	307	152	302	242	302	242	
							98	B	17.3	27	1320	2017	722	284	801	290	492	439	71	259	607	222	365	318	83	196	307	152	302	242	302	242	
INCREDIBLE HULK																																	
	FRI.	8.00P	60	CBS	SF	5	194	A	17.2	31	1312	1999	690	248	790	320	486	386	110	248	628	218	378	350	118	200	150	60	431	253	431	253	
		8.00 - 8.30					98	B	16.2	29	1236	2064	754	266	834	337	527	430	113	245	634	243	402	374	95	178	147	58	449	274	449	274	
		8.30 - 9.00						A	15.8	29	1206	1938	679	232	781	312	482	379	103	245	597	205	353	326	116	196	148	59	412	242	412	242	
								A	18.7	33	1427	2025	689	257	784	322	482	387	113	245	644	225	393	367	119	200	152	61	445	261	445	261	
JEFFERSONS																																	
1	SUN.	9.46P	30	CBS	CS	5	193	A	26.2	41	1999	1820	785	289	846	238	455	421	165	340	588	160	317	288	120	231	181	79	205	171	205	171	
2	SUN.	9.41P	30				98	B	24.4	37	1862	1795	783	270	862	253	438	398	153	361	618	183	320	283	133	252	158	90	157	125	157	125	
KATE LOVES A MYSTERY																																	
	THU.	10.00P	60	NBC	SM	2	198	A	16.4	29	1251	1620	781	281	866	350	568	517	152	241	551	220	373	307	84	152	134	64	69	68	69	68	
		10.00 - 10.30					95	B	16.4	29	1251	1620	781	281	866	350	568	517	152	241	551	220	373	307	84	152	134	64	69	68	69	68	
		10.30 - 11.00						A	16.7	28	1274	1640	784	282	868	355	578	523	142	231	559	223	374	315	83	157	138	64	75	73	75	73	
								A	16.2	29	1236	1576	773	278	854	342	555	506	159	246	535	216	366	295	81	144	128	62	59	59	59	59	
LAVERNE AND SHIRLEY																																	
	THU.	8.00P	30	ABC	CS	6	205	A	19.2	32	1465	1891	713	250	774	303	488	439	117	216	524	182	341	314	51	140	198	93	395	266	395	266	
							98	B	19.9	34	1518	1911	677	261	768	306	485	409	112	225	516	214	340	300	63	140	232	140	395	263	395	263	
LITTLE HOUSE-PAIRIE																																	
	MON.	8.00P	60	NBC	GD	6	218	A	24.1	37	1839	1939	836	257	950	259	436	428	175	425	526	159	275	225	106	223	144	94	319	217	319	217	
		8.00 - 8.30					99	B	24.1	38	1839	1937	814	267	926	314	488	436	151	366	502	177	270	225	85	195	151	101	358	244	358	244	
		8.30 - 9.00						A	23.3	36	1778	1946	842	257	959	255	432	429	183	437	533	162	280	228	111	227	137	88	317	210	317	210	
								A	24.9	37	1900	1925	830	258	939	261	439	423	170	416	516	160	274	223	104	216	147	99	323	221	323	221	
LOU GRANT																																	
	MON.	10.00P	60	CBS	GD	5	194	A	19.9	33	1518	1640	758	285	861	358	563	479	84	231	578	261	394	341	47	123	128	61	73	52	73	52	
		10.00 - 10.30					95	B	17.5	29	1335	1664	749	285	841	328	548	475	85	228	602	261	386	315	80	163	150	75	71	49	71	49	
		10.30 - 11.00						A	20.3	32	1549	1660	756	300	860	372	573	478	86	224	570	251	392	345	47	117	143	72	87	63	87	63	
								A	19.5	33	1488	1610	756	268	857	343	551	477	82	237	582	269	393	335	51	129	114	52	57	40	57	40	
LOVE BOAT																																	
	SAT.	9.00P	60	ABC	CS	7	199	A	19.8	35	1511	1774	751	261	841	302	460	399	125	318	534	188	314	301	77	178	169	114	230	191	230	191	
		9.00 - 9.30					98	B	21.5	38	1640	1884	770	293	871	328	501	426	126	313	556	205	345	311	79	174	181	119	276	218	276	218	
		9.30 - 10.00						A	19.2	34	1465	1767	744	254	829	293	447	385	127	320	539	186	315	302	74	182	166	110	233	192	233	192	
								A	20.4	36	1557	1769	752	264	846	308	467	410	123	314	527	189	311	299	78	173	170	119	226	187	226	187	
MAGIC-DAVID COPPERFIELD(S)																																	
2	WED.	8.00P	60	CBS	GV		179	A	13.5	22	1030	2047	792	237	852	285	424	479	129	314	694	217	403	413	92	248	211	68	290	186	290	186	
		8.00 - 8.30					95	A	13.3	22	1015	2019	781	228	842	285	418	454	131	329	659	210	378	393	93	233	218	63	300	191	300	191	
		8.30 - 9.00						A	13.6	22	1038	2077	802	244	860	283	426	503	125	299	727	220	426	432	94	264	208	73	282	182	282	182	
MAN CALLED SLOANE																																	
	SAT.	10.00P	60	NBC	SM	6	202	A	14.0	27	1068	2316	722	313	808	305	558	470	93	197	823	362	570	461	121	195	357	119	328	275	328	275	
							90	B	16.5	32	1259	2098	681	276	755	317	531	441	84	172	779	315	546	479	79	172	271	91	293	241	293	241	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
														TOTAL	18-34	WOMEN 18-49 25-54		55-64	55+	TOTAL	18-34	MEN 18-49 25-54		55-64	55+										
EVENING CONT'D																																			
MAN CALLED SLOANE-CONT'D																																			
10.00 - 10.30														A 13.9	26	1061	2290	718	309	804	291	545	472	99	206	797	339	541	438	126	201	348	110	341	290
10.30 - 11.00														A 14.1	27	1076	2331	721	313	804	317	566	466	89	187	844	382	592	485	112	187	369	129	314	261
M*A*S*H														A 27.8	41	2121	1823	700	297	802	377	545	454	88	203	569	247	396	358	49	127	177	83	275	171
MON. 9.00P 30 CBS CS 99 99														B 25.2	38	1923	1878	704	286	794	332	512	445	90	218	614	263	415	351	77	158	215	106	255	180
MORK & MINDY														A 22.5	35	1717	2373	691	338	787	453	640	503	57	90	690	341	567	482	57	85	315	129	581	412
SUN. 8.00P 30 ABC CS 99 99														B 22.2	35	1694	2263	682	357	771	436	631	484	55	95	701	393	563	450	50	84	307	148	484	341
NBC MONDAY NIGHT MOVIES														A 19.7	31	1503	1582	828	266	919	297	476	489	139	326	465	161	255	243	65	157	102	80	96	61
MON. 9.00P 120 NBC FF 98 98														B 21.5	34	1640	1647	828	315	922	341	540	512	131	287	544	213	333	296	76	165	96	70	85	49
9.00 - 9.30														A 18.9	28	1442	1724	830	263	922	269	434	455	153	355	486	162	248	224	76	190	132	80	184	134
9.30 - 10.00														A 20.0	30	1526	1629	833	255	916	295	469	480	137	328	446	151	237	231	64	155	116	80	151	94
10.00 - 10.30														A 20.3	32	1549	1509	823	279	923	323	502	504	137	310	461	159	265	257	60	142	82	79	43	18
10.30 - 11.00														A 19.6	34	1495	1461	821	267	913	304	494	511	130	310	465	173	267	260	60	142	75	75	8	18
NBC NEWS UPDATE-M-F														A 17.7	28	1351	1951	712	245	800	254	439	412	134	290	626	232	384	340	99	197	188	80	337	238
M-F 8.58P 1 NBC N 95 95														B 17.5	28	1335	1913	683	236	761	252	422	384	121	274	641	241	387	344	100	203	188	87	323	225
NBC NEWS UPDATE-SAT.														A 18.6	34	1419	2091	706	290	805	308	498	410	90	244	552	193	322	318	98	171	251	109	483	299
SAT. 8.58P 1 NBC N 95 96														B 19.9	36	1518	2097	713	302	801	287	493	424	92	239	650	233	396	351	92	199	221	99	425	285
NBC NEWS UPDATE-SUN.														A 19.1	28	1457	1752	700	241	776	305	459	436	116	252	695	299	420	352	128	226	141	46	140	101
1 SUN. 9.07P 1 NBC N 95 96														B 18.9	28	1442	1876	706	264	797	296	471	471	120	242	769	306	473	407	126	231	149	38	161	114
2 SUN. 8.45P 1																																			
NBC NIGHTLY NEWS-SAT.														A 7.8	18	595	1650	690	178	772	215	322	305	108	401	614	116	246	249	96	317	25	12	239	110
SAT. 6.30P 30 NBC N 78 79														B 8.2	19	626	1566	691	166	780	207	320	268	169	421	598	144	260	223	107	301	38	16	150	57
NBC NIGHTLY NEWS-SUN.														A 7.9	14	603	1657	716	185	759	128	269	280	237	403	613	167	300	287	84	270	153	108	132	77
2 SUN. 6.30P 30 NBC N 75														B 6.7	12	511	1750	765	250	824	194	315	317	215	413	621	136	292	308	93	280	106	74	199	119
NBC NIGHTLY NEWS														A 12.0	24	916	1590	735	226	804	173	305	289	185	442	637	160	269	256	105	316	68	39	81	55
M-F 6.30P 30 NBC N 99 99														B 11.8	24	900	1651	732	217	814	202	334	304	180	419	636	165	271	250	109	317	83	40	118	69
NBC TUE. NIGHT MOVIE														A 16.6	27	1267	1744	618	204	665	203	400	387	91	199	800	305	511	476	98	216	159	49	120	92
2 TUE. 9.00P 120 NBC FF 98														B 18.5	31	1412	1799	682	293	773	336	554	457	85	162	730	327	538	453	81	144	183	71	113	79
9.00 - 9.30														A 15.7	25	1198	1955	650	195	714	207	411	401	102	231	851	319	553	501	117	231	168	55	222	156
9.30 - 10.00														A 15.7	26	1198	1793	653	192	705	203	434	433	87	208	785	287	505	480	90	219	126	40	177	147
10.00 - 10.30														A 17.6	30	1343	1660	594	209	621	196	387	375	80	173	795	317	503	465	93	209	180	57	64	48
10.30 - 11.00														A 17.5	30	1335	1579	580	215	625	202	371	344	95	188	771	299	482	456	95	207	152	40	31	31
NBC WED. NIGHT MOVIES														A 12.1	19	923	1634	809	253	908	297	470	411	74	358	505	207	308	226	95	185	155	102	66	35
1 WED. 9.00P 120 NBC FF 97														B 16.5	26	1259	1615	821	325	915	347	581	495	127	269	539	219	361	331	79	139	100	59	61	46
9.00 - 9.30														A 13.6	20	1038	1628	779	218	889	283	445	389	80	376	451	155	254	226	95	176	181	116	107	47
9.30 - 10.00														A 12.8	19	977	1579	798	219	903	308	485	420	71	342	485	183	273	223	98	191	141	100	50	33
10.00 - 10.30														A 11.5	18	877	1653	830	275	916	301	481	418	63	352	549	264	368	228	95	181	146	91	42	28
10.30 - 11.00														A 10.6	17	809	1646	819	307	913	294	469	420	79	352	534	245	348	218	90	186	144	93	55	26
NEW KIND OF FAMILY														A 8.9	15	679	1873	557	156	635	278	426	315	54	164	596	257	444	313	13	137	272	105	370	292
1 SUN. 7.30P 30 ABC CS 95														B 9.9	17	755	1956	627	272	728	334	512	403	78	180	577	266	415	352	41	111	266	157	385	281
NEWSBREAK-M-F														A 15.0	24	1145	1880	717	264	809	301	464	398	109	281	534	166	303	280	91	194	199	100	338	199
1 MTU THF 8.58P 1 CBS N 93 92														B 14.6	23	1114	1899	732	274	826	296	471	402	120	295	570	192	323	300	89	197	192	94	311	199
1 WED. 8.57P 2																																			
2 M-F 8.58P 1																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																	
NEWSBREAK-SAT.																																	
1	SAT.	9.06P	1	CBS	N	6	161	160	A	13.0	23	992	2033	671 253	734 226	415 376	126 268	917 362	630 457	106^242	163 49^	219 168											
2	SAT.	8.54P	1				93	92	B	9.9	18	755	1931	613 291	760 280	436 359	145 262	688 232	436 380	120 196	204 111	279 195											
NEWSBREAK-SUN.																																	
1	SUN.	9.15P	1	CBS	N	6	174	174	A	27.5	41	2098	1869	795 305	865 295	492 435	150 327	577 172	305 263	114 239	156 77	271 211											
2	SUN.	9.09P	1				96	96	B	23.0	35	1755	1844	777 286	865 273	456 410	136 350	618 183	327 293	116 247	166 96	195 143											
NFL MONDAY NIGHT FOOTBALL																																	
1	MON.	9.00P	167	ABC	SE	7	200	200	A	19.0	32	1450	1571	397 154	421 132	231 228	68^146	939 344	597 539	151 289	106 35^	105 92											
2	MON.	9.00P	168				99	99	B	18.5	31	1412	1626	437 175	469 165	282 263	70 146	940 358	605 538	156 275	128 27	89 71											
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
ONE DAY AT A TIME																																	
1	SUN.	8.46P	30	CBS	CS	5	197	196	A	28.4	42	2167	1951	811 319	886 289	488 451	156 337	627 170	326 309	117 248	160 80	278 214											
2	SUN.	8.41P	30				99	99	B	24.7	38	1885	1902	779 286	861 268	448 409	137 350	641 188	339 316	120 249	176 98	224 163											
OUT OF THE BLUE																																	
1	SUN.	7.00P	30	ABC	CS	6	184		A	9.3	17	710	1825	579 199^	681 283^	424 302^	85^215^	555 197^	363 290^	53^155^	250^108^	339 200^											
PARIS																																	
5 193 179																																	
A 12.4 24 946																																	
1711 725 237																																	
795 195 457 505 145 232																																	
657 157 387 385 133 200																																	
114^ 47^ 145 114^																																	
SAT. 10.00P 60 CBS OP 99 94																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
A 11.3 22 862																																	
A 12.5 24 954																																	
A 12.3 24 938																																	
1693 719 268																																	
1732 708 233																																	
1678 742 240																																	
804 190 467 519 151 233																																	
638 181 375 354 113 198																																	
677 170 400 385 140 209																																	
635 141 371 381 125^193																																	
99^ 44^ 140 110^																																	
PRIME TIME SUNDAY																																	
1	SUN.	10.00P	60	NBC	DN	5	201	199	A	12.3	22	938	1626	749 223	802 257	393 422	151 296	669 258	375 391	107^204	90^ 25^	65^ 52^											
2	SUN.	10.42P	18				98	98	B	12.4	22	946	1696	758 241	851 259	460 449	172 307	684 251	409 421	108 195	99 43	62 39											
10.00 - 10.30																																	
10.30 - 11.00																																	
A 13.8 23 1053																																	
A 11.4 22 870																																	
1592 770 221^																																	
1640 731 223																																	
806 248 406 431 145^297																																	
646 245 349 388 107^205^																																	
684 269 394 392 103^202																																	
70^ 18^																																	
103^ 32^																																	
70^ 54^																																	
50^																																	
QUINCY, M.E.																																	
THU.	9.00P	60	NBC	OP		4	206	202	A	22.2	35	1694	1801	772 292	890 369	611 510	119 229	582 262	402 347	87 146	160 85	169 140											
9.00 - 9.30																																	
9.30 - 10.00																																	
A 20.6 32 1572																																	
A 21.7 35 1656																																	
A 22.7 36 1732																																	
1791 751 287																																	
1819 776 289																																	
1778 769 292																																	
859 372 605 513 100 207																																	
891 374 624 517 118 218																																	
588 363 596 503 121 239																																	
586 262 416 359 72 135																																	
575 259 399 347 86 144																																	
588 265 405 347 87 147																																	
164 85 182 145																																	
166 90 187 152																																	
155 82 149 126																																	
REAL PEOPLE																																	
WED.	8.00P	60	NBC	U		6	194	196	A	18.1	29	1381	2009	725 250	783 219	408 386	137 301	679 261	428 351	109 205	226 95	321 216											
8.00 - 8.30																																	
8.30 - 9.00																																	
B 18.6 30 1419																																	
A 17.6 28 1343																																	
A 18.6 29 1419																																	
1959 724 282																																	
2024 722 249																																	
1984 725 252																																	
673 276 438 382 102 182																																	
651 238 396 330 115 212																																	
702 281 456 371 104 199																																	
203 83 284 201																																	
240 114 352 224																																	
290 76^ 291 208																																	
ROCKFORD FILES																																	
FRI.	9.00P	60	NBC	PD		4	202	203	A	16.0	28	1221	1775	774 292	850 234	398 396	182 349	673 180	361 358	112 236	105 59^	147 108											
9.00 - 9.30																																	
9.30 - 10.00																																	
B 17.6 30 1343																																	
A 16.0 29 1221																																	
A 16.0 28 1221																																	
1749 784 298																																	
1809 783 292																																	
1731 764 291																																	
873 272 446 441 159 334																																	
854 234 395 391 195 360																																	
845 235 396 399 171 341																																	
610 198 348 343 96 197																																	
664 178 353 350 112 231																																	
680 178 365 367 109 239																																	
114 56 152 97																																	
105 60^ 186 139																																	
99^ 56^ 107 77^																																	
ROPER																																	
SAT.	8.00P	30	ABC	CS		7	195	187	A	14.0	27	1068	1971	731 253	825 238	398 355	161 354	638 207	378 327	104^238	181 127	327 238											
8.00 - 8.30																																	
8.30 - 9.00																																	
B 14.4 28 1099																																	
1967 743 207																																	
838 260 397 332 148 370																																	
639 204 370 342 122 230																																	
160 97 330 238																																	
SHERIFF LOBO																																	
TUE.	8.00P	60	NBC	A		5	195	201	A	18.0	28	1373	1955	708 190	784 210	364 379	150 326	698 221	397 389	139 235	153 45^	320 222											
8.00 - 8.30																																	
8.30 - 9.00																																	
B 18.6 30 1419																																	
2004 710 223																																	
797 266 432 407 118 270																																	
706 237 405 386 121 229																																	
145 49 356 240																																	
CONT'D																																	

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
													TOTAL	18-34	WOMEN 18-24 25-34 35-44 45-54	55-64	55+	TOTAL	18-34	MEN 18-24 25-34 35-44 45-54	55-64	55+	TOTAL	12-17	6-11									
EVENING CONT'D																																		
SHERIFF LOBO-CONT'D																																		
8.00 - 8.30													A 17.3	27	1320	1934	707	190	785	209	350	373	155	338	685	207	371	369	143	248	134	37^	330	230
8.30 - 9.00													A 18.7	29	1427	1969	704	188	777	208	372	382	148	313	704	234	419	410	132	218	175	54^	313	216
SHIRLEY																																		
2 FRI. 8.00P 60 NBC GD 1 183													A 17.3	31	1320	1717	714	292	852	189	373	395	212	417	539	132^	259	259	103^	227	57^	57^	269	163^
8.00 - 8.30													B 17.3	31	1320	1717	714	292	852	189	373	395	212	417	539	132	259	259	103	227	57	57	269	163
8.30 - 9.00													A 17.0	31	1297	1719	712	293	854	185	367	382	220	426	522	141^	242	246	100^	223	68^	68^	275	166^
													A 17.7	31	1351	1699	711	290	843	192	374	406	204	404	547	122^	274	270	106^	226	46^	46^	263	158^
SHOOTIST(S)																																		
2 SAT. 8.00P 120 CBS FF 180													A 14.9	27	1137	2004	781	277	843	220	434	465	162^	314	910	285	531	429	156^	318	89^	29v	162^	126^
8.00 - 8.30													A 13.7	26	1045	2030	791	271	857	221^	422	439	190^	343	887	278	481	366	196^	355	104^	37v	182^	136^
8.30 - 9.00													A 14.3	26	1091	2049	801	286	863	213^	418	432	186^	365	920	289	519	410	154^	342	86^	25v	180^	141^
9.00 - 9.30													A 15.9	28	1213	1955	760	275	825	225	434	479	136^	287	901	297	555	450	133^	289	77^	26v	152^	117^
9.30 - 10.00													A 15.9	27	1213	1955	766	271	821	219	450	496	139^	270	919	273	559	481	145^	286	81^	26v	134^	115^
60 MINUTES																																		
1 SUN. 7.16P 60 CBS DN 7 205 204													A 28.5	46	2175	1818	755	296	840	245	376	393	158	382	766	218	375	377	147	320	113	50^	99	83
2 SUN. 7.11P 60													B 25.9	44	1976	1790	746	287	812	218	376	387	138	354	776	230	397	393	140	308	118	49	84	64
7.30 - 8.00													A 29.3	47	2236	1792	752	298	832	244	371	389	156	378	766	222	374	373	148	320	108	45^	86	73
SOAP																																		
1 THU. 9.30P 30 ABC CS 5 194													A 20.0	32	1526	1802	693	312	767	357	524	454	90^	187	586	267	413	366	77^	153^	199	62^	250	183
													B 21.2	34	1618	1776	699	307	769	371	543	462	85	169	611	302	434	376	71	142	217	111	179	126
TAXI 6 203													A 26.2	43	1999	1882	723	327	832	365	531	507	107^	214	604	256	373	360	81^	167	258	130	188	148
2 TUE. 9.30P 30 ABC CS 99													B 21.9	35	1671	1810	724	304	826	357	538	452	98	218	599	260	374	319	92	174	212	116	173	128
TAXI(B) 197													A 14.5	22	1106	2294	695	330	807	447	626	468	51v	108^	718	328	541	475	58^	131^	290	111^	479	399
1 SUN. 8.30P 30 ABC CS 99																																		
THREE'S COMPANY 6 205													A 29.3	46	2236	2017	733	320	833	335	502	456	115	252	563	212	335	328	71^	166	287	144	334	244
2 TUE. 9.00P 30 ABC CS 99													B 25.6	40	1953	1937	732	290	831	351	525	430	105	244	583	244	358	306	93	179	241	126	282	209
TRAPPER JOHN, M.D. 5 193 198													A 21.2	39	1618	1717	819	281	876	258	469	429	170	357	589	177	326	304	116	216	134	55^	118	99
1 SUN. 10.16P 60 CBS GD 97 99													B 21.5	38	1640	1762	804	297	885	282	483	442	141	337	636	215	351	310	127	229	146	71	95	72
2 SUN. 10.11P 60																																		
10.30 - 11.00													A 21.1	39	1610	1689	811	287	870	255	463	417	172	360	578	174	323	300	110	208	125	53^	116	97
20/20 5 195													A 18.1	32	1381	1655	703	280	781	331	524	479	107^	200	662	314	468	404	74^	161^	112^	29v	100^	82^
1 THU. 10.00P 60 ABC DN 99													B 18.8	32	1434	1685	737	282	795	355	554	499	103	184	666	297	464	413	74	157	142	70	82	58
10.00 - 10.30													A 18.5	32	1412	1662	700	286	775	325	529	473	105^	195	653	310	460	389	75^	165^	110^	25v	124^	103^
10.30 - 11.00													A 17.8	32	1358	1627	698	270	778	336	515	479	110^	203	664	315	473	413	77^	157^	111^	31v	74^	63^
240-ROBERT MON. 6 181 184													A 15.1	23	1152	1879	602	239	746	331	473	355	99^	186	659	257	419	357	106^	175	200	57^	274	170
8.00 - 8.30													B 15.1	24	1152	1981	667	259	770	301	487	426	97	206	680	258	418	374	101	197	211	80	320	219
8.30 - 9.00													A 14.6	23	1114	1881	617	241	752	327	478	361	100^	188	641	244	404	342	107^	175	210	59^	278	165
													A 15.5	23	1183	1879	591	234	742	335	472	349	98^	184	675	267	431	372	103^	173	192	53^	270	172
VEGA\$ 4 195													A 18.6	31	1419	1711	709	312	827	271	481	436	142^	276	640	198	325	344	106^	241	166^	67^	78^	54^
2 WED. 10.00P 60 ABC PD 98													B 20.8	35	1587	1692	716	308	816	337	528	452	110	222	635	267	394	328	89	183	154	68	87	57
10.00 - 10.30													A 18.5	30	1412	1708	700	302	816	265	468	414	134^	281	610	174	304	321	106^	236	182	74^	100^	68^
10.30 - 11.00													A 18.8	33	1434	1693	713	318	828	272	487	452	149^	270	661	217	341	358	105^	248	149^	60^	55^	40v
WALTONS 6 195 187													A 17.9	29	1366	1750	865	266	946	211	406	397	193	460	553	110	247	219	150	283	92	41^	159	84^
1 THU. 8.00P 60 CBS GD 99 97													B 17.4	28	1328	1754	840	226	926	219	370	366	181	465	545	144	230	209	125	277	99	53	184	110
8.00 - 8.30													A 17.3	29	1320	1726	869	263	948	209	402	397	195	461	559	116	245	219	156	290	76^	35^	143	74^
8.30 - 9.00													A 18.6	30	1419	1753	853	267	936	212	403	396	188	454	540	105	243	213	148	276	106	46^	171	91

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
														TOTAL	18-34	WOMEN 18-24			25-34	35-44	45-54	55+	TOTAL	18-34	MEN 18-24			25-34	35-44	45-54	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	WOMEN 18-25-34			55-64	55+	TOTAL	18-34	MEN 18-25-34			55-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																															
CBS SUNDAY NEWS-BRADLEY																															
1	SUN.	11.16P	15	CBS N		4	131	131	A	7.6	20	580	1564	787	262	842	209	412	355	263	394	522	174	280	255	119	214	53	LT	147	131
2	SUN.	11.11P	15				76	76	B	7.6	19	580	1627	805	324	857	249	482	444	210	328	589	187	330	288	118	218	94	33	87	79
CHARLIE'S ANGELS-11.30																															
	FRI.	11.30P	67	ABC PD		4	171	172	A	7.4	23	565	1547	735	476	852	462	680	485	56	101	503	221	391	292	59	98	97	55	95	95
		11.30 - 12.00					94	95	B	6.6	24	504	1429	677	391	746	384	573	426	62	102	499	224	373	299	71	96	99	55	85	85
		12.00 - 12.30							A	7.8	21	595	1545	694	431	814	453	647	452	53	99	505	219	367	287	73	113	103	56	123	123
									A	7.2	23	549	1563	783	504	891	467	711	519	61	108	491	214	400	291	45	86	97	52	84	84
LATE MOVIE I																															
1	M & F	11.30P	72	CBS FF		19	161	165	A	6.9	25	526	1363	669	251	740	259	514	481	78	153	517	174	310	274	96	170	71	32	35	27
1	TU & W	11.30P	73				90	91	B	6.5	25	496	1335	647	231	719	244	480	454	85	165	509	175	315	280	83	147	81	38	26	21
1	THU.	11.30P	75																												
2	M & W	11.30P	72																												
2	TUE.	11.30P	73																												
2	THU.	11.30P	69																												
2	FRI.	11.30P	74																												
		11.30 - 12.00							A	7.1	21	542	1389	681	249	745	251	505	479	83	165	527	173	315	274	93	176	67	26	50	38
		12.00 - 12.30							A	7.0	27	534	1363	666	256	747	263	526	492	78	147	509	176	308	271	103	165	75	33	32	24
LATE MOVIE II																															
1	MON.	12.42A	41	CBS FF		19	162	166	A	5.2	31	397	1360	643	222	721	268	507	462	61	127	531	211	349	296	91	146	108	70	LT	LT
1	TUE.	12.43A	45				91	91	B	4.7	31	359	1258	608	217	670	244	462	434	64	128	487	189	324	285	83	124	95	56	LT	LT
1	WED.	12.43A	40																												
1	THU.	12.45A	41																												
1	FRI.	12.42A	44																												
2	M & W	12.42A	44																												
2	TUE.	12.43A	40																												
2	THU.	12.45A	43																												
2	FRI.	12.44A	44																												
		1.00 - 1.30							A	5.1	33	389	1373	636	216	709	259	493	453	59	126	553	224	378	310	91	140	111	75	LT	LT
LOVE BOAT-11.30																															
1	WED.	12.16A	67	ABC CS		4	180	181	A	5.7	26	435	1225	533	257	609	260	384	356	50	131	493	231	383	266	44	99	77	48	46	20
2	WED.	11.30P	67				96	96	B	5.3	26	404	1106	510	186	571	233	342	366	54	119	438	179	323	251	52	105	68	33	29	LT
		11.30 - 12.00							A	7.0	24	534	1346	598	274	663	226	418	420	79	112	570	249	414	315	59	135	72	15	41	LT
		12.00 - 12.30							A	6.5	29	496	1190	459	242	541	153	333	331	36	87	553	242	429	310	20	108	50	LT	46	LT
		12.30 - 1.00							A	4.7	24	359	1212	541	268	605	379	407	330	52	144	493	223	424	293	41	69	72	72	42	42
		1.00 - 1.30							A	4.6	31	351	1014	524	171	589	325	370	314	LT	190	252	206	206	60	46	46	114	114	59	59
MIDNIGHT SPECIAL																															
	FRI.	1.00A	90	NBC PC		4	205	205	A	4.0	25	305	1289	688	265	692	410	575	400	59	98	465	323	380	117	76	76	122	29	LT	LT
		1.00 - 1.30							B	3.6	24	275	1281	647	281	682	402	561	400	61	89	483	328	421	213	42	54	113	33	LT	LT
		1.30 - 2.00							A	4.8	25	366	1175	653	262	653	344	519	413	62	109	391	238	314	139	66	66	112	30	19	19
		2.00 - 2.30							A	4.1	26	313	1243	684	195	684	358	551	418	61	118	467	269	339	120	119	119	92	15	LT	LT
									A	3.1	24	237	1494	742	372	747	583	687	347	46	46	579	532	541	90	29	29	168	38	LT	LT
NBC LATE NIGHT MOVIE																															
1	SUN.	11.30P	122	NBC FF		4	102	105	A	2.3	12	175	1343	434	86	474	172	343	354	34	80	680	308	595	446	79	85	189	LT	LT	LT
2	SUN.	11.30P	90				60	62	B	2.5	12	191	974	353	79	402	152	263	243	37	96	386	180	333	271	42	47	149	38	37	37
		11.30 - 12.00							A	2.6	9	198	1374	505	152	571	187	339	359	56	152	718	243	622	490	70	96	85	LT	LT	LT
		12.00 - 12.30							A	2.3	12	175	1303	377	103	417	165	268	280	46	97	680	337	617	429	63	63	206	LT	LT	LT
		12.30 - 1.00							A	2.2	14	168	1333	399	54	429	173	376	374	LT	LT	685	399	607	416	78	78	219	LT	LT	LT
		1.00 - 1.30							A	2.1	16	160	1406	450	LT	450	144	450	450	LT	LT	587	205	430	430	157	157	369	LT	LT	LT

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+												
WEEKDAY DAYTIME CONT'D																																					
WOMEN LIKE US(S)														209	A	5.5	21	420	1448	792	80v	917	190^	442^	433^	177^	451^	340^	104v	159^	64v	152^	181^	67v	67v	124v	46v
2 TUE. 1.00P 60 NBC CC														99	A	5.5	21	420	1564	771	52v	918	152^	430^	387^	160^	488^	451^	124v	197^	92v	196^	254^	69v	69v	126v	48v
1.00 - 1.30															A	5.6	20	427	1300	793	103v	894	225^	444^	470^	188^	401^	225^	85v	119v	34v	106v	106v	63v	63v	118v	42v
1.30 - 2.00																																					
YOUNG AND THE RESTLESS														19	A	8.9	37	679	1265	885	212	1008	342	546	468	149	395	145	30^	56^	51^	21v	83^	53^	49^	59^	24^
M-F 1.00P 30 CBS DD														98	B	9.0	37	687	1276	880	220	1002	342	541	471	120	380	164	38	66	54	23	92	49	46	61	21
WEEKEND DAYTIME																																					
ABC WEEKEND SPECIALS														6	A	5.5	22	420	1740	488	114^	538	225^	447	344	47v	70v	259^	97^	149^	106^	50v	68v	272^	162^	671	379
SAT. 12.00N 30 ABC FV														89	B	5.4	21	412	1740	354	87	398	184	290	202	26	99	386	164	256	219	44	94	267	133	689	412
ALL NEW POPEYE HOUR 1														6	A	7.7	31	588	1760	376	211	435	270	328	220	30v	79^	291	155^	218	148^	18v	55^	264	141^	770	491
SAT. 10.30A 30 CBS CA														97	B	7.9	32	603	1699	299	144	374	214	284	180	19	77	275	117	204	172	20	42	228	104	822	453
ALL NEW POPEYE HOUR 2														6	A	8.1	32	618	1790	362	186^	413	222	306	235	21v	78^	252	96^	177^	133^	21v	66^	329	167^	796	506
SAT. 11.00A 30 CBS CA														97	B	7.8	32	595	1736	324	150	392	232	298	189	17	73	260	106	193	160	19	45	270	119	814	477
ANIMALS, ANIMALS, ANIMALS														6	A	2.8	12	214	1944	313^	75v	360^	107v	205^	197^	33v	122v	449^	233^	328^	243^	65v	98v	331^	140v	804	608
SUN. 11.30A 30 ABC CL														83	B	2.6	11	198	1488	358	55	400	125	224	211	64	155	306	145	241	210	30	61	266	111	516	380
ASK NBC NEWS-8:58AM														6	A	4.6	25	351	1538	245^	99^	245^	77v	159^	159^	37v	86v	26v	LT	LT	LT	26v	26v	91^	37v	1176	678
SAT. 8.58A 2 NBC CN														96	B	4.7	24	359	1749	335	98	369	186	238	231	30	91	149	75	117	91	LT	18	123	30	1108	636
ASK NBC NEWS-10:28AM														6	A	5.4	23	412	1587	155^	42v	214^	141^	206^	160^	LT	LT	66v	LT	LT	15v	LT	51v	178^	72v	1129	672
SAT. 10.28A 2 NBC CN														99	B	5.5	22	420	1728	236	62	285	168	230	189	LT	29	163	95	114	76	LT	31	230	61	1050	628
ASK NBC NEWS-11:28AM														6	A	4.5	18	343	1539	155^	73v	330^	205^	322^	274^	LT	LT	286^	160^	260^	117^	LT	26v	151^	28v	772	464
SAT. 11.28A 2 NBC CN														97	B	4.6	19	351	1680	309	96	430	299	361	208	LT	51	285	208	248	123	LT	25	211	63	754	451
BUGS BUNNY/ROAD RUNNER 1														6	A	7.0	32	534	1687	269	159^	339	225^	265	154^	42v	65^	250	118^	166^	102^	28v	74^	191^	130^	907	588
SAT. 9.00A 30 CBS CA														99	B	7.2	31	549	1632	258	145	331	184	243	145	41	77	219	108	141	101	21	54	180	107	902	533
BUGS BUNNY/ROAD RUNNER 2														6	A	8.1	34	618	1762	237	194^	335	228	265	131^	38v	63^	256	141^	191^	121^	15v	57^	266	143^	905	549
SAT. 9.30A 30 CBS CA														99	B	8.6	34	656	1698	226	154	325	194	255	151	32	63	267	153	199	129	22	41	246	124	860	522
BUGS BUNNY/ROAD RUNNER 3														6	A	9.0	37	687	1811	315	190	440	294	355	219	23v	61^	300	175^	235	174^	7v	43v	267	145^	804	512
SAT. 10.00A 30 CBS CA														99	B	9.4	37	717	1722	271	143	355	209	279	189	24	62	299	158	218	158	22	41	233	100	835	501
CASPER AND THE ANGELS														6	A	4.3	25	328	1540	232^	95v	232^	86v	155^	155^	34v	77v	43v	LT	LT	LT	34v	34v	84v	30v	1181	683
SAT. 8.30A 30 NBC CA														96	B	4.5	25	343	1741	289	114	336	188	233	219	23	75	142	61	108	98	LT	17	121	32	1142	670
CBS LIBRARY(S)														156	A	6.1	15	465	1942	426^	319^	590	273^	435^	380^	37v	78v	831	377^	647	507^	31v	126v	222^	98v	299^	242^
1 SUN. 5.15P 45 CBS CL														86																							
5.30 - 6.00															A	6.1	15	465	1994	439^	325^	596	273^	455^	411^	24v	67v	853	407^	684	539	16v	105v	220^	96v	325^	263^
CBS LIBRARY(B)(S)														70	A	3.2	8	244	2131	455^	361^	852^	511^	605^	281^	LT	202v	791^	267^	614^	579^	28v	94v	205v	107v	283^	181v
1 SUN. 5.00P 15 CBS CL														53																							
CBS NFL FOOTBALL PRE GAME														6	A	8.2	30	626	1743	341	190^	376	122^	202	201	56^	127^	889	410	605	455	129^	233	248	88^	230	195^
SUN. 12.30P 30 CBS SC														99	B	7.1	28	542	1542	335	154	384	130	221	200	50	131	811	360	537	447	110	214	216	54	131	112
CBS NFL FOOTBALL GAME 1														6	A	18.3	50	1396	1634	345	200	382	129	228	226	62^	114	936	379	594	523	147	271	176	32^	140	99
1 SUN. 1.00P 165 CBS SE														99	B	15.3	44	1167	1594	355	165	395	143	247	216	68	119	913	371	588	510	142	258	175	39	111	84
2 SUN. 1.00P 180																																					
1.00 - 1.30															A	15.1	47	1152	1645	351	198	398	158	253	225	61^	109	909	401	612	495	145	248	205	50^	133	111
CONT'D																																					

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WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
CBS NFL FOOTBALL G-CONT'D																															
		1.30 - 2.00						A	18.5	53	1412	1632	319	192	359	143	228	208	55^	96	948	408	620	529	152	263	187	35^	138	97	
		2.00 - 2.30						A	18.3	50	1396	1635	328	190	368	129	225	219	62^	107	963	394	611	538	148	268	174	27^	130	86^	
		2.30 - 3.00						A	18.1	49	1381	1680	358	205	396	133	242	237	70^	115	963	383	605	546	138	273	174	24^	147	102	
		3.00 - 3.30						A	19.8	51	1511	1641	372	206	407	112	219	240	72^	144	922	361	563	514	148	287	158	28^	154	109	
		3.30 - 4.00						A	22.0	53	1679	1563	323	204	333	95^	212	212	53^	91^	941	327	586	525	159	298	158	35^	131^	84^	
CBS NFL FOOTBALL GAME 2																															
2 SUN.		4.00P	191	CBS	SE		87	B	11.8	27	900	1588	426	153	457	135	255	243	58	179	904	362	592	540	114	238	142	31	85	61	
		4.00 - 4.30						A	12.4	30	946	1375	294	111^	316	90^	185^	163^	26^	120^	830	248^	530	532	84^	243^	129^	16^	100^	49^	
		4.30 - 5.00						A	12.6	30	961	1270	256	94^	279	77^	129^	112^	41^	137^	803	237^	455	471	100^	276	130^	25^	58^	31^	
		5.00 - 5.30						A	15.2	36	1160	1432	264	141^	300	114^	174^	143^	34^	120^	921	350	537	489	122^	304	157^	31^	54^	31^	
		5.30 - 6.00						A	16.3	36	1244	1454	331	161^	356	128^	221	180^	32^	131^	906	337	544	503	111^	281	133^	28^	59^	34^	
		6.00 - 6.30						A	17.7	36	1351	1688	445	167^	484	167^	300	279	76^	167^	888	361	544	496	112^	262	141^	33^	175^	128^	
		6.30 - 7.00						A	17.9	34	1366	1870	502	173^	555	198	329	317	88^	195	877	346	527	498	115^	280	143^	44^	295	203	
CBS NFL FOOTBALL POST																															
1 SUN.		3.45P	15	CBS	SC		41	A	4.6	12	351	1550	465^	191^	502^	231^	347^	279^	37^	125^	677^	241^	429^	345^	73^	222^	308^	22^	63^	63^	
								B	5.0	13	382	1475	358	216	388	171	263	211	55	102	766	303	521	427	75	221	261	52	60	60	
CBS SPORTS SPECTACULAR																															
1 SAT.		4.30P	90	CBS	SA		86	A	5.8	17	443	1643	610	192^	680	236^	409	348	84^	192^	634	218^	351	281	41^	222^	175^	22^	154^	83^	
2 SAT.		5.00P	60				85	B	5.8	16	443	1572	581	226	646	224	388	327	73	202	590	219	332	288	57	206	159	34	177	100	
		4.30 - 5.00						A	4.5	13	343	1350	638^	169^	708	288^	504^	407^	81^	134^	415^	25^	194^	224^	17	166^	115^	17	112^	44^	
		5.00 - 5.30						A	5.5	16	420	1638	615	246^	672	241^	403	358	90^	183^	698	275^	395	294	21^	221^	128^	23^	140^	88^	
		5.30 - 6.00						A	6.8	19	519	1738	598	156^	673	216^	383	320	77^	214^	653	233^	365	294	71^	241^	235^	28^	177^	95^	
COLLEGE FOOTBALL '79																															
SUN.		12.30P	30	ABC	SA		92	A	2.5	9	191	1267	246^	84^	246^	36^	84^	110^	32^	115^	702	253^	435^	367^	136^	251^	62^	17	257^	235^	
							93	B	2.9	10	221	1244	344	149	382	118	159	127	91	187	650	276	405	355	99	223	81	27	131	109	
DEAR ALEX & ANNIE-11.56AM																															
SAT.		11.56A	3	ABC	CN		94	A	5.1	23	389	1758	369	155^	435	217^	370	206^	17	46^	340	120^	225^	162^	24^	72^	256^	146^	727	376	
							94	B	5.2	24	397	1688	320	127	376	191	280	155	17	84	288	126	190	130	32	67	251	112	773	433	
DEAR ALEX & ANNIE-11.26AM																															
SUN.		11.26A	3	ABC	CN		82	A	3.5	15	267	1592	245^	75^	293^	169^	221^	161^	17	30^	415^	239^	313^	186^	69^	102^	112^	26^	772	585	
							83	B	3.6	16	275	1504	287	85	356	213	246	176	22	84	341	206	275	181	33	58	159	55	648	449	
FACE THE NATION																															
SUN.		11.30A	30	CBS	CC		96	A	4.3	17	328	1296	461	149^	494	57^	136^	210^	25^	284^	530	176^	277^	235^	106^	253^	138^	61^	134^	71^	
							93	B	3.4	14	259	1320	498	131	520	86	144	156	54	326	578	148	300	260	102	264	101	43	121	69	
FLASH GORDON																															
SAT.		11.00A	30	NBC	CA		97	A	4.6	18	351	1587	134^	75^	297^	171^	286^	248^	17	17	258^	147^	236^	106^	17	22^	188^	45^	844	518	
							97	B	4.7	19	359	1723	302	97	415	279	343	199	17	50	286	213	251	124	17	26	239	71	783	487	
FRED & BARNEY MEET-THING																															
SAT.		9.00A	30	NBC	CA		99	A	5.3	25	404	1527	183^	65^	210^	74^	155^	155^	45^	55^	53^	26^	44^	18^	17	17	110^	62^	1154	790	
							99	B	5.4	24	412	1759	309	92	360	216	272	213	30	49	187	146	165	108	17	17	205	80	1007	629	
FRED & BARNEY-THING PT 2																															
SAT.		9.30A	30	NBC	CA		99	A	5.9	26	450	1769	188^	66^	214^	110^	184^	194^	20^	20^	74^	46^	58^	58^	17	16^	160^	105^	1321	889	
							99	B	6.1	25	465	1835	280	88	331	198	261	217	20	39	167	134	151	84	17	13	205	70	1132	704	
GODZILLA																															
SAT.		11.30A	30	NBC	CA		90	A	5.0	20	382	1369	157^	131^	303^	193^	245^	246^	17	17	97^	82^	82^	17	15^	15^	210^	55^	759	516	
							90	B	4.6	19	351	1626	267	101	372	239	289	196	20	49	220	174	195	89	17	20	277	87	757	468	
GREATEST SUPERFRIENDS-1																															
SAT.		8.00A	30	ABC	CA		94	A	3.6	25	275	1498	291^	47^	330^	218^	251^	87^	25^	79^	185^	86^	130^	44^	18^	55^	23^	17	960	720	
							95	B	4.2	26	320	1413	281	94	294	156	235	210	17	34	144	69	106	75	23	38	88	17	887	604	
GREATEST SUPERFRIENDS-2																															
SAT.		8.30A	30	ABC	CA		94	A	5.2	26	397	1491	224^	18^	264^	161^	191^	85^	18^	66^	161^	87^	101^	14^	26^	60^	136^	93^	930	645	
							95	B	5.8	27	443	1517	283	85	295	164	234	200	17	32	144	83	111	75	19	33	103	38	975	646	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN 18-24		25-34	35-44	45-54	55-64	65+	TOTAL	18-34	MEN 18-24		25-34	35-44	45-54	55-64	65+	TOTAL FEM.	TOTAL M.	
WEEKEND DAYTIME CONT'D																																		
IN THE NEWS-		8.26AM				6	188	188	A	3.2	23	244	1615	307^139^	307^221^	237^209^	21v	45v									258^208^	216^192^	LT	34v	91v	49v	959	639
SAT.		8.26A	3	CBS	CN	96	96	B	4.1	27	313	1503	240 93	249 175	195 125	LT	37									161 80	105 110	26	42	133 55	960	569		
IN THE NEWS-		8.56AM				6	187	187	A	5.4	28	412	1337	286^136^	298 191^	217^179^	30v	69v									197^143^	150^110^	18v	41v	30v	13v	812	522
SAT.		8.56A	3	CBS	CN	96	96	B	5.6	27	427	1466	274 133	284 155	206 141	24	69									191 98	129 134	16	35	140 61	851	486		
IN THE NEWS-		9.26AM				6	199	199	A	7.3	32	557	1707	267 164^	343 239	270 149^	37v	61^									227 108^	154^ 99^	24v	63^	212^142^		925	605
SAT.		9.26A	3	CBS	CN	99	99	B	7.7	32	588	1634	256 155	343 188	258 160	37	73									238 131	162 103	23	50	192 118	861	509		
IN THE NEWS-		9.59AM				6	199	199	A	8.8	37	671	1839	273 184	388 268	323 189	24v	52^									273 155^	206 145^	11v	52^	265 135^		913	573
SAT.		9.59A	3	CBS	CN	99	99	B	9.3	37	710	1737	246 140	335 200	269 185	26	53									274 144	199 144	25	42	246 108	882	522		
IN THE NEWS-		11.56AM				6	191	191	A	6.5	26	496	1692	325 100^	382 230^	308 201^	LT	54v									186^ 68^	91^ 71^	10v	86^	439 246^		685	419
SAT.		11.56A	3	CBS	CN	98	98	B	6.5	26	496	1598	305 125	391 242	314 206	12	54									243 109	165 110	13	54	269 148	695	439		
IN THE NEWS-		12.26PM				6	173	169	A	4.4	18	336	1580	381 214^	512 272^	381 230^	75v	131^									196^111^	128^ 90v	38v	68v	294^154^		578	369
SAT.		12.26P	3	CBS	CN	95	94	B	4.6	18	351	1535	334 159	439 249	331 229	28	77									307 140	224 167	34	66	220 85	569	363		
IN THE NEWS-		12.56PM				6	163	163	A	5.0	19	382	1573	284^211^	423 261^	328 170^	87^	87^									191^102^	158^134^	33v	33v	315^155^		644	358
SAT.		12.56P	3	CBS	CN	94	94	B	5.0	19	382	1638	346 148	465 311	377 230	39	65									300 124	229 180	22	63	217 94	656	388		
IN THE NEWS-		1.26PM				6	162	163	A	4.5	17	343	1603	443 178^	516 312^	405 285^	26v	50v									173^125^	173^ 80v	LT	LT	241^137^		673	416
SAT.		1.26P	3	CBS	CN	93	94	B	5.3	19	404	1560	386 120	457 281	368 248	28	51									293 145	234 174	LT	43	166 94	644	399		
IN THE NEWS-		8.26AM-SUN.				6	47	42	A	1.1	10	84	LT	LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT									LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
SUN.		8.26A	3	CBS	CN	37	36	B	.9	10	69	LT	LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT									LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
IN THE NEWS-		8.56AM-SUN.				6	43	43	A	1.2	9	92	LT	LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT									LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
SUN.		8.56A	3	CBS	CN	37	37	B	1.1	9	84	LT	LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT	LT LT LT									LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
IN THE NEWS-		10.56AM				6	190	189	A	7.6	30	580	1821	392 212	449 258	324 240	35v	91^									298 138^	211^147^	29v	69^	282 152^		792	520
SAT.		10.56A	3	CBS	CN	97	97	B	7.7	31	588	1758	322 146	401 214	288 190	21	95									294 113	218 190	22	47	246 113	817	460		
IN THE NEWS-		11.26AM				6	190	189	A	7.3	29	557	1695	356 169^	403 207^	288 214^	22v	89^									237 90^	161^110^	13v	69^	333 175^		722	457
SAT.		11.26A	3	CBS	CN	97	97	B	7.4	30	565	1687	329 144	389 234	290 181	22	79									246 101	179 149	15	45	273 114	779	452		
ISSUES AND ANSWERS						6	161	160	A	2.3	9	175	1354	349^166v	412^121v	155v	160v	LT	188^								595^ 80v	195^142v	166v	389^	130v	45v	217^	143v
SUN.		12.00N	30	ABC	CC	92	95	B	2.2	9	168	1311	491 126	574 96	185 185	77	347									515 102	228 221	84	270	120 54	102	72		
JASON OF STAR COMMAND						6	171	168	A	4.5	18	343	1577	314^129^	437 263^	370 216^	LT	67v									152^ 81v	114^ 88v	LT	38v	309^160^		679	421
SAT.		12.00N	30	CBS	CA	95	94	B	4.7	19	359	1542	291 126	398 244	327 213	LT	45									272 142	210 125	14	51	216 90	656	413		
JETSONS						6	169	171	A	5.3	21	404	1428	273^ 97^	374 290^	324 191^	17v	40v									307 168^	273^159^	21v	34v	205^ 89^		542	384
SAT.		12.30P	30	NBC	CA	91	92	B	5.1	19	389	1542	308 85	404 282	319 193	18	60									253 114	193 131	19	45	238 113	647	393		
JONNY QUEST						6	182	183	A	5.9	24	450	1364	160^ 77^	293 237^	252^157^	LT	27v									220^116^	209^155^	11v	11v	175^ 65v		676	447
SAT.		12.00N	30	NBC	CA	94	94	B	5.2	21	397	1672	303 103	411 279	314 190	14	60									263 157	228 137	LT	25	228 79	770	476		
KIDS ARE PEOPLE TOO II						6	111	123	A	2.9	13	221	1670	417^118v	439^172^	295^294^	LT	67v									384^244^	316^207^	45v	68v	154^ 31v		693	480^
SUN.		10.30A	30	ABC	CL	82	83	B	3.0	14	229	1580	323 119	378 196	248 231	LT	93									332 226	280 186	22	40	177 57	693	453		
KIDS ARE PEOPLE TOO III						6	111	123	A	3.4	15	259	1537	312^131^	370^169^	281^220^	LT	43v									339^227^	286^168^	41v	53v	121v	24v	707	533
SUN.		11.00A	30	ABC	CL	82	83	B	3.4	15	259	1466	280 106	342 186	239 191	17	79									320 198	270 191	26	38	170 53	634	426		
MEET THE PRESS						6	130	144	A	3.4	15	259	1479	575 235^	590 65v	189^189^	135^401^										645 228^	386^367^	108v	228^	82v	58v	162^	105v
SUN.		12.00N	30	NBC	CC	87	90	B	3.2	14	244	1333	553 195	583 94	192 184	118	379									595 122	286 323	97	256	61 20	94	74		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
													WOMEN					MEN																	
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+											
WEEKEND DAYTIME CONT'D																																			
MIGHTY MOUSE-HECKL-JECKL1															6	188	188	A	2.9	22	221	1557	285^127v	285^199^	216^204^	22v	36v	240^178^	181^171^	33v	50v	72v	27v	960	647
SAT. 8.00A 30 CBS CA															96	96	B	3.8	27	290	1555	238 97	243 180	197 132	LT	32	162 71	99 107	31 49		134 41	1016	596		
MIGHTY MOUSE-HECKL-JECKL2															6	187	187	A	4.9	27	374	1412	244^102^	249^156^	180^154^	24v	57v	197^147^	151^111^	17v	41v	54v	37v	912	624
SAT. 8.30A 30 CBS CA															96	96	B	5.1	26	389	1563	293 162	303 186	229 126	22	66v	196 95	135 136	26 41		135 65	929	550		
NCAA FOOTBALL PRE GAME															5	214	216	A	6.1	25	465	1701	288 94^	350 156^	243^162^	34v	100^	697 291	390 327	85^217^		307 118^	347 267		
1 SAT. 12.30P 15 ABC SC															99	99	B	6.1	25	465	1550	330 109	402 171	270 164	45 118	715 273	402 339	149 247		198 62	235 168				
2 SAT. 12.30P 14																																			
NCAA FOOTBALL GAME															6	214	216	A	11.4	41	870	1569	317 124^	371 120^	207 188	65^131^		848 280	481 447	137^301		201 52^	149 130^		
1 SAT. 12.45P 203 ABC SE															99	99	B	10.4	35	794	1493	369 136	414 136	230 194	72 151	835 271	456 440	163 306		134 33	110 92				
2 SAT. 12.44P 170																																			
1.00 - 1.30																		A	9.0	35	687	1674	285 96^	342 133^	220 171^	55^104^		839 293	479 420	120^288		236 67^	257 224		
1.30 - 2.00																		A	11.5	43	877	1641	290 111^	327 112^	204 193	46^ 96^		923 341	561 491	134^301		222 48^	169 147		
2.00 - 2.30																		A	11.3	42	862	1615	318 151	389 126^	232 212	65^118^		872 307	502 438	131^304		211 59^	143 127^		
2.30 - 3.00																		A	12.7	45	969	1507	314 124^	380 119^	214 196	74^130		833 264	461 451	138 305		184 44^	110^ 99^		
3.00 - 3.30																		A	13.2	46	1007	1536	340 127	388 106^	187 180	72^161		835 264	474 456	139 301		204 59^	109^ 99^		
3.30 - 4.00																		A	14.3	45	1091	1446	356 156^	403 107^	196^198^	70^165^		827 223	438 466	172^306		157^ 37v	59^ 37v		
NCAA FOOTBALL GAME 2															3	215	215	A	12.2	34	931	1424	379 152	448 131^	200 208	75^192		808 208	439 439	154 298		112^ 28v	56^ 45^		
1 SAT. 4.08P 172 ABC SE															99	99	B	11.5	32	877	1443	369 147	446 133	211 205	76 192	824 244	456 454	153 286		107 28	66 43				
2 SAT. 4.00P 174																																			
4.00 - 4.30																		A	11.1	37	847	1325	310 132^	364 103^	168 144	64^168		760 202	390 397	142^298		147 43^	54^ 38^		
4.30 - 5.00																		A	11.4	36	870	1318	327 133^	367 110^	172 178	62^188		786 183	381 357	147^277		103^ 22v	57^ 46^		
5.00 - 5.30																		A	11.6	34	885	1363	350 117^	417 108^	183 192	64^185		786 184	422 412	157 309		103^ 22v	57^ 46^		
5.30 - 6.00																		A	12.0	33	916	1380	387 141	463 130^	210 227	81^196		781 201	430 423	161 289		80^ 18v	56^ 45^		
6.00 - 6.30																		A	13.6	34	1038	1492	403 161	468 136	201 216	82^203		859 213	479 495	153 300		104^ 29v	61^ 52^		
6.30 - 7.00																		A	14.0	33	1068	1611	463 219	549 180	248 271	95^217		878 256	499 472	160 295		133^ 44^	51^ 40^		
NCAA FOOTBALL POST GAME															5	216		A	10.4	37	794	1535	304 127^	344 100^	154^124^	86^155^		851 267^	441 428	118^346		195^ 63v	145^ 145^		
2 SAT. 3.34P 26 ABC SC															99		B	9.4	29	717	1485	378 148	407 123	218 184	89 162	847 303	475 452	141 294		128 38	103 93				
NEW DAFFY DUCK SHOW															6	196	196	A	2.8	24	214	1589	243^ 56v	243^ 56v	140v140v	38v103v		84v LT	51v 51v	LT 33v		37v 37v	1225 786		
SAT. 8.00A 30 NBC CA															97	97	B	2.8	22	214	1704	236 97	279 169	204 172	LT 64	139 51	107 98	LT 23		129 50	1157 696				
NEW FAT ALBERT SHOW															6	191	191	A	6.3	26	481	1728	340 137^	402 229^	331 232^	LT 48v		193^ 71^	112^ 90^	10v 72^		430 248^	703 449		
SAT. 11.30A 30 CBS CA															98	98	B	6.4	26	488	1604	300 130	395 252	323 205	13 48	236 101	167 119	14 50		273 146	700 433				
NEW SHMOO															6	200	201	A	5.4	22	412	1857	251^120^	368 245^	336 217^	32v 32v		104^ 32v	65v 78^	LT 26v		171^ 69v	1214 753		
SAT. 10.30A 30 NBC CA															97	97	B	5.6	23	427	1914	319 105	390 276	329 207	17 36	193 119	151 116	LT 23		269 102	1062 671				
NFL '79-NBC															6	134	144	A	3.1	12	237	1709	464^181^	540 206^	350^330^	LT 139^		988 385^	709 561	LT 198^		79v 59v	102v 47v		
SUN. 12.30P 30 NBC SC															80	79	B	3.5	13	267	1625	401 180	504 206	297 243	60 163	888 381	604 450	65 214		142 67	91 39				
NFL FOOTBALL GAME 1-NBC															6	197	217	A	9.4	26	717	1834	421 226	484 157^	278 283	80^141^		985 343	616 543	115^268		210 54^	155^ 106^		
1 SUN. 1.00P 180 NBC SE															87	99	B	10.7	30	816	1663	407 180	459 148	264 244	75 152	931 343	586 497	128 266		150 39	123 93				
2 SUN. 1.00P 182																																			
1.00 - 1.30																		A	8.5	28	649	1838	407 219	460 153^	274 294	83^120^		982 355	629 555	111^260		226 96^	170^ 124^		
1.30 - 2.00																		A	9.9	29	755	1881	413 220	483 162	278 293	88^137^		1007 375	653 561	120^267		247 72^	144^ 112^		
2.00 - 2.30																		A	9.5	26	725	1825	382 191	431 137^	241 255	73^130^		1011 380	646 549	115^274		219 55^	164^ 131^		
2.30 - 3.00																		A	8.7	24	664	1916	438 207	504 144^	285 276	82^161^		1014 337	611 546	117^286		257 60^	141^ 95^		
3.00 - 3.30																		A	9.4	24	717	1782	415 246	490 170^	282 284	71^138^		963 323	581 522	107^268		157^ 25v	172 92^		
3.30 - 4.00																		A	10.5	27	801	1800	465 280	533 176	310 288	83^162		960 306	594 546	127^259		169 31v	138^ 77^		

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PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS COVERAGE	K E Y	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE %	AVG. AUD. (0.000)	TOTAL PERSONS OF HOUSE (2+)	LADY WORK-ING HOUSE WOM.											TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
														TOTAL	18-34	18-49	25-34	35-64	65+	TOTAL	18-34	18-49	25-34			35-64	65+
WEEKEND DAYTIME CONT'D																											
NFL FOOTBALL	GAME 2-NBC						3	215		A 12.9 32 984	1800	451	209^		528 198^	296 232^	99^198^				1082 386	722 644	164^281			120^ 45^	70^ 50^
1 SUN.	4.07P 174 NBC SE							90		B 14.2 35 1083																	
	4.00 - 4.30									A 10.1 28 771	1746	430	210^		500 187^	323 223^	84^177^				1028 328	690 625	134^244^			171^ 30^	47^ 31^
	4.30 - 5.00									A 10.6 28 809	1874	441	209^		540 195^	330 245^	92^197^				1136 328	735 701	159^272^			150^ 19^	48^ 35^
	5.00 - 5.30									A 12.6 33 961	1771	397	225^		512 204^	289 200^	105^199^				1082 367	707 668	156^276			103^ 36^	74^ 54^
	5.30 - 6.00									A 14.1 36 1076	1740	432	210^		523 214^	301 231	96^179^				988 383	682 600	184^273			132^ 67^	97^ 62^
	6.00 - 6.30									A 15.0 35 1145	1852	494	197^		541 187^	259 235	115^222				1160 439	799 687	178^295			98^ 54^	53^ 38^
	6.30 - 7.00									A 14.2 31 1083	1793	486	203^		536 194^	285 260	87^200^				1076 423	705 592	158^303			101^ 54^	80^ 59^
NFL FOOTBALL	POST-NBC						4	148		A 5.7 14 435	1901	294^184^			369^115^	259^259^	21^110^				1065 355^	838 636	25^210^			217^ LT	250^ 205^
2 SUN.	4.39P 15 NBC SC							79		B 6.3 15 481	1651	401	204		462 159	271 246	43 145				878 338	586 467	56 238			181 35	130 97
PLASTICMAN	COMEDY-SHOW-1						6	191 191		A 5.8 28 443	1567	197^ 67^			200^ 84^	141^ 97^	45^ 45^				122^ 62^	122^ 86^	LT LT			202^ 73^	1043 597
SAT.	9.00A 30 ABC CL							99 99		B 6.3 29 481	1592	221 56			236 121	182 137	13 34				145 98	131 78	LT 14			145 45	1066 673
PLASTICMAN	COMEDY-SHOW-2						6	191 191		A 5.6 25 427	1597	195^ 87^			209^139^	161^105^	43^ 43^				126^ 70^	99^ 94^	LT LT			245^133^	1017 592
SAT.	9.30A 30 ABC CL							99 99		B 6.1 26 465	1622	198 47			223 152	184 119	17 30				133 93	110 65	LT 14			191 61	1075 684
PLASTICMAN	COMEDY-SHOW-3						6	191 191		A 5.5 23 420	1488	211^ 71^			218^128^	169^113^	20^ 43^				100^ 48^	100^ 83^	LT LT			227^105^	943 589
SAT.	10.00A 30 ABC CL							99 99		B 6.2 25 473	1511	210 67			234 151	191 122	11 32				115 65	93 73	LT 17			202 78	960 630
PLASTICMAN	COMEDY-SHOW-4						6	191 191		A 6.0 25 458	1478	220^107^			272 180^	217^129^	13^ 43^				196^ 78^	134^ 80^	12^ 62^			187^ 79^	823 543
SAT.	10.30A 30 ABC CL							99 99		B 6.4 26 488	1496	213 100			240 150	184 121	13 42				150 77	109 72	10 30			221 96	885 589
SCHOOLHOUSE	ROCK-8.56AM						6	179 182		A 5.4 26 412	1449	210^ 20^			239^139^	164^ 84^	18^ 67^				171^ 75^	106^ 31^	26^ 65^			141^ 89^	898 620
SAT.	8.56A 3 ABC CN							94 95		B 5.5 25 420	1461	239 67			248 135	195 168	LT 31				147 84	110 67	19 37			91 36	975 606
SCHOOLHOUSE	ROCK-10.56AM						6	191 191		A 5.9 25 450	1529	241^123^			307 196^	244^137^	11^ 49^				231^ 89^	156^ 78^	11^ 75^			210^ 97^	781 532
SAT.	10.56A 3 ABC CN							99 99		B 5.9 24 450	1431	215 102			243 153	190 124	13 40				156 73	111 72	LT 36			213 102	819 535
SCHOOLHOUSE	ROCK-11.26AM						6	174 174		A 5.7 22 435	1726	333 187^			418 276^	342 164^	24^ 59^				286 103^	160^ 87^	46^110^			256^142^	766 460
SAT.	11.26A 3 ABC CN							92 91		B 5.8 23 443	1589	303 137			345 193	271 175	24 68				269 111	167 107	33 81			221 89	754 471
SCHOOLHOUSE	ROCK-11.55AM						6	123 124		A 2.9 12 221	1837	334^ 90^			375^ 68^	202^209^	LT 131^				406^185^	284^229^	46^ 78^			223^109^	833 589
SUN.	11.55A 4 ABC CN							83 83		B 2.6 11 198	1507	365 64			407 100	223 217	56 164				298 129	227 209	LT 50			272 148	530 382
SCOOPY AND	SCRAPPY DOO						6	184 183		A 5.8 27 443	1808	346 167^			423 226^	369 200^	13^ 36^				327 139^	230^138^	18^ 68^			259^143^	799 424
SAT.	11.30A 30 ABC CA							94 94		B 5.8 27 443	1726	290 126			349 181	268 150	LT 68				285 140	200 129	24 57			283 123	809 471
SKATEBIRDS							6	43 43		A 1.2 9 92	LT	LT LT			LT LT	LT LT	LT LT				LT LT	LT LT	LT LT			LT LT	LT LT
SUN.	8.30A 30 CBS CL							37 37		B 1.0 9 76	LT	LT LT			LT LT	LT LT	LT LT				LT LT	LT LT	LT LT			LT LT	LT LT
SPIDERWOMAN							6	174 174		A 5.7 22 435	1717	338 177^			428 285	340 152^	26^ 73^				280^107^	155^ 76^	46^111^			247^131^	762 465
SAT.	11.00A 30 ABC CA							92 91		B 5.9 24 450	1567	305 136			348 198	267 173	22 74				238 97	145 96	31 75			217 88	764 481
SPORTSWORLD							4	178 165		A 6.6 20 504	1516	305 89^			357 133^	198^175^	57^110^				893 300	611 535	111^260			147^ 57^	119^ 112^
1 SAT.	4.00P 101 NBC SE							94 91		B 5.7 18 435	1515	324 83			374 126	198 192	56 118				848 278	556 501	113 258			145 43	148 121
2 SAT.	4.00P 90									A 5.3 17 404	1530	300^ 35^			372 89^	204^207^	52^116^				844 312	604 513	96^240^			143^ 54^	171^ 139^
	4.00 - 4.30									A 6.5 20 496	1522	277 64^			319 112^	158^156^	55^108^				918 309	663 543	99^255			158^ 60^	127^ 127^
	4.30 - 5.00									A 7.4 21 565	1478	333 140^			397 170^	240 180^	67^122^				866 266	562 536	125^256			137^ 68^	78^ 78^
	5.00 - 5.30									A 2.6 13 198	1480	590^187^			630 186^	388^434^	127^171^				672 197^	363^388^	96^223^			82^ 51^	96^ 60^
SUNDAY MORNING							6	80 79		B 2.4 13 183	1388	536 148			559 176	291 318	121 197				637 182	325 357	82 230			38 27	154 66
SUN.	9.00A 90 CBS N							70 70		A 2.3 13 175	1583	538^189^			578^155^	378^387^	121^167^				777 195^	412^440^	97^285^			141^ 45^	87^ 74^
	9.00 - 9.30									A 2.7 14 206	1383	562^179^			596 203^	407^437^	97^145^				626 189^	373^402^	74^170^			49^ 49^	112^ 69^
	9.30 - 10.00									A 2.8 13 214	1472	654 215^			705 200^	383^462^	164^196^				621 191^	299^326^	112^224^			61^ 61^	85^ 33^
	10.00 - 10.30																										

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
WEEKEND DAYTIME CONT'D																																					
SUPER GLOBETROTTERS										6	203	203	A	5.4	23	412	1670	150^	41v	225^	134^	215^	167^	LT	LT	91^	26v	33v	41v	LT	50v	125^	49v	1229	784		
SAT. 10.00A 30 NBC CA										99	99	B	5.5	22	420	1780	248	67	302	172	247	203	12	33	175	109	125	84	LT	36	195	47	1108	678			
TARZAN AND SUPER SEVEN 1										6	163	163	A	4.7	18	359	1599	273^	198^	440	289^	361	169^	71v	71v	190^	94^	157^	131^	33v	33v	320^	151^	649	388		
SAT. 12.30P 30 CBS CA										94	94	B	4.9	19	374	1699	348	152	491	348	410	231	27	54	305	133	254	195	LT	43	226	104	677	395			
TARZAN AND SUPER SEVEN 2										6	163	163	A	4.9	19	374	1626	416	171^	496	316^	407	240^	25v	49v	182^	130^	182^	83v	LT	LT	256^	114^	692	383		
SAT. 1.00P 30 CBS CA										94	94	B	5.4	20	412	1626	372	118	463	304	384	231	23	47	280	143	228	159	LT	38	170	85	713	416			
30 MINUTES										6	156	157	A	3.2	12	244	1689	528	303^	618	270^	368^	357^	82v	126v	373^	299^	373^	132^	LT	LT	251^	127v	447^	226^		
SAT. 1.30P 30 CBS DN										90	91	B	3.5	12	267	1401	428	186	528	249	350	262	55	111	328	204	272	157	LT	45	162	86	383	190			
THREE ROBONIC STOOGES										6	47	42	A	1.0	10	76	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
SUN. 8.00A 30 CBS CA										37	36	B	.8	10	61	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
TIME OUT-9:58AM										6	207	207	A	5.2	22	397	1791	218^	98^	238^	77v	148^	218^	20v	20v	75v	38v	50v	50v	LT	25v	178^	119^	1300	847		
SAT. 9.58A 2 NBC CN										99	99	B	5.5	23	420	1869	298	98	346	196	260	225	20	43	177	144	162	86	LT	15	206	79	1140	685			
TIME OUT-10:58AM										6	200	201	A	5.0	20	382	1958	275^	137^	419	259^	380	257^	39v	39v	105^	21v	51v	68v	LT	37v	177^	65v	1257	794		
SAT. 10.58A 2 NBC CN										97	97	B	5.2	21	397	1942	330	109	416	290	350	206	22	43	200	132	161	119	LT	19	272	103	1054	666			
TIME OUT-11:58AM										6	192	192	A	5.5	22	420	1264	120^	122^	255^	151^	204^	209^	LT	LT	94^	82^	82^	LT	12v	12v	213^	61v	702	481		
SAT. 11.58A 2 NBC CN										90	90	B	5.0	20	382	1599	255	96	368	232	280	181	24	54	185	152	166	70	LT	16	301	96	745	473			
TURF CLASSIC(S)										148	A	3.3	11	252	1480	441^	230v	532^	151v	243v	366^	71v	166v	814^	207v	512^	512^	80v	302^	43v	43v	91v	91v				
2 SAT. 4.30P 30 CBS SE										85																											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 15, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,950 20.9					26,550 34.8								
	ABC TV					240-ROBERT (OP)				NFL MONDAY NIGHT FOOTBALL MINNESOTA VS NEW YORK JETS (9:00-11:47PM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)					11,670 15.3	15.1*	15.6*	18.7	17.3*	20.5*			20.8*					
	SHARE OF AUDIENCE %					23	23 *	23 *	31	26 *	31 *			32 *					
W E E K 1	AVG. AUD. BY ¼ HR. %					14.5	15.7	15.5	15.7	16.3	18.3	20.2	20.9	21.9	19.8	18.7	18.4		
	TOTAL AUDIENCE (Households (000) & %)					17,400 22.8	WHITE SHADOW (OP)				25,640 33.6	M*A*S*H	22,130 29.0	WKRP IN CINCINNATI		21,060 27.6	LOU GRANT		
	CBS TV									WKRP IN CINCINNATI									
	AVERAGE AUDIENCE (Households (000) & %)					13,510 17.7	16.1*	19.3*	23,040 30.2	20,450 26.8			17,170 22.5	22.9*					
W E E K 1	SHARE OF AUDIENCE %					27	25 *	28 *	44	39			37	36 *					
	AVG. AUD. BY ¼ HR. %					15.2	16.9	18.7	19.9	29.2	31.1	27.0	26.5	23.1	22.7	22.5	21.6		
	TOTAL AUDIENCE (Households (000) & %)					23,350 30.6	LITTLE HOUSE-PRAIRIE (OP)				19,530 25.6	NBC MONDAY NIGHT MOVIES THE FLAME IS LOVE							
	NBC TV																		
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)					19,990 26.2	25.5*	26.9*	12,280 16.1	16.3*	16.1*			16.2*					
	SHARE OF AUDIENCE %					39	39 *	40 *	25	24 *	24 *			25 *					
	AVG. AUD. BY ¼ HR. %					24.8	26.3	26.7	27.1	16.8	15.8	16.1	16.1	16.2	16.3	15.8	15.4		
	ABC TV					240-ROBERT (OP)				NFL MONDAY NIGHT FOOTBALL DENVER VS PITTSBURGH (9:00-11:48PM)(-OP)									
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					11,290 14.8	14.1*	15.4*	14,730 19.3	19.0*	22.7*			21.8*					
	SHARE OF AUDIENCE %					23	23 *	24 *	32	29 *	34 *			33 *					
	AVG. AUD. BY ¼ HR. %					13.5	14.7	15.5	18.3	19.7	22.0	23.3	23.1	20.5	19.1	19.5			
	TOTAL AUDIENCE (Households (000) & %)					17,700 23.2	17,850 23.4	21,820 28.6	17,700 23.2			15,790 20.7	LOU GRANT						
W E E K 2	CBS TV					CHARLIE BROWN- GRY PUMPKIN (R)				M*A*S*H				WKRP IN CINCINNATI					
	AVERAGE AUDIENCE (Households (000) & %)					15,790 20.7	16,020 21.0	19,380 25.4	15,870 20.8			13,200 17.3	17.6*						
	SHARE OF AUDIENCE %					33	32	38	31			28	28 *						
	AVG. AUD. BY ¼ HR. %					20.0	21.3	20.3	21.6	25.6	25.3	21.0	20.6	17.5	17.7	17.3	16.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,520 26.9	LITTLE HOUSE-PRAIRIE (OP)				24,030 31.5	NBC MONDAY NIGHT MOVIES AND BABY MAKES SIX							
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)					16,710 21.9	21.0*	22.9*	17,780 23.3	21.4*	23.8*			24.3*					
	SHARE OF AUDIENCE %					34	33 *	35 *	37	32 *	36 *			38 *					
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	AVG. AUD. BY ¼ HR. %					20.4	21.5	22.7	23.1	21.0	21.8	23.8	23.9	24.4	24.2	24.3	22.9		
	U.S. TV Households: 76,300,000	54.8	56.4	58.6	61.0	63.5	65.9	67.3	68.9	67.8	68.7	68.1	67.9	65.4	62.5	59.5	57.5		
		54.9	57.0	58.2	60.0	62.5	63.8	65.1	66.7	66.1	66.6	66.6	66.9	64.3	62.2	59.8	57.1		

For explanation of symbols, See page A.

EVE. MON. OCT. 22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. OCT.16, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 38,230 50.1																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{ 24,800 32.5																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 48 23.8 25.5 28.3 30.3 33.2 34.0 34.0 33.9 34.1 34.4 34.6 34.6																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 16,630 21.8																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,820 16.8 16.5* 17.2* 14,500 19.0 18.6* 19.0* 19.3* 19.0*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 25* 25* 28 27* 28* 28* 28* 29* 15.7 17.3 17.3 17.1 18.4 18.7 18.8 19.2 19.4 19.3 19.5 18.5																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 15,950 20.9																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,440 16.3 15.2* 17.5* 12,590 16.5 16.8* 17.1* 16.7* 15.6*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 23* 26* 24 25* 25* 25* 24* 18,310 16,940 24,870 21,900 20,600 24.0 22.2 32.6 28.7 27.0																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,060 15.8																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,770 11.5 10.8* 12.3* 9,920 13.0 11.8* 12.7* 13.5* 13.9*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 19 18* 20* 22 19* 21* 23* 24* 10.9 10.7 12.2 12.3 11.9 11.6 12.6 12.8 13.6 13.4 13.9 13.9																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,630 23.1																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,950 19.6 19.3* 19.9* 12,670 16.6 15.7* 15.7* 17.6* 17.5*																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 32 32* 32* 27 25* 26* 30* 30* 19.0 19.5 20.2 19.6 16.2 15.2 15.6 15.8 17.3 17.8 18.1 16.8																
TV HOUSEHOLDS USING TV		WK. 1	55.5	57.3	59.7	62.1	64.8	66.8	67.7	67.9	68.2	68.9	68.4	68.1	68.2	67.8	66.0	64.6
(See Def. 1)		WK. 2	52.9	54.5	55.8	57.4	60.1	61.9	62.3	62.7	63.1	63.4	61.5	61.1	60.0	59.2	58.8	56.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. OCT.23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. OCT.17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		18,540	40,210											
		{		{		24.3	52.7											
		{		{		(1)												
		{		{		(OP)		WORLD SERIES GAME #7 PITTSBURGH VS BALTIMORE										
ABC TV																		
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{		{		17,850	28,150											
	SHARE OF AUDIENCE %	{		{		23.4	36.9	31.7*		38.0*		39.1*		39.5*		41.4*		
	AVG. AUD. BY ¼ HR. %	{		{		39	56	49 *		57 *		58 *		59 *		62 *		
		{		{		23.4	26.3	30.4	33.1	37.4	38.6	38.9	39.3	39.1	39.8	40.8	41.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		15,180				17,010								
		{		{		19.9				22.3								
		{		{		BODY HUMAN: THE SEXES (R) (OP)					CBS WEDNESDAY NIGHT MOVIE THE CONCRETE CONBOYS							
	CBS TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,920				11,600								
	SHARE OF AUDIENCE %	{		{		13.0	13.3*	12.6*		15.2	14.0*	15.9*		16.0*		14.8*		
	AVG. AUD. BY ¼ HR. %	{		{		20	21 *	19 *		23	21 *	24 *		25 *		23 *		
		{		{		13.7	13.0	13.0	12.2	13.2	14.7	15.6	16.1	16.4	15.6	15.0	14.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		18,620				15,180								
		{		{		24.4				19.9								
		{		{		REAL PEOPLE (OP)					NBC WED. NIGHT MOVIES BETTER LATE THAN NEVER							
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,660				9,230								
	SHARE OF AUDIENCE %	{		{		17.9	17.7*	18.1*		12.1	13.6*	12.8*		11.5*		10.6*		
	AVG. AUD. BY ¼ HR. %	{		{		27	28 *	27 *		19	20 *	19 *		18 *		17 *		
		{		{		17.0	18.5	18.3	17.8	13.7	13.5	13.3	12.3	11.9	11.2	10.6	10.5	
W E E K 1		{		{		27.7				27.1				21.9				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		17,630				16,180				14,190				
	SHARE OF AUDIENCE %	{		{		23.1	22.2*	24.1*		21.2	20.2*	22.2*		18.6	18.5*	18.8*		
AVG. AUD. BY ¼ HR. %	{		{		38	37 *	38 *		33	32 *	34 *		31	30 *	33 *			
	{		{		21.1	23.2	24.1	24.0	20.0	20.4	22.0	22.4	18.3	18.7	18.9	18.7		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		13,120				22,280								
		{		{		17.2				29.2								
		{		{		MAGIC-DAVID COPPERFIELD (OP)					CBS WEDNESDAY NIGHT MOVIE HOUSE CALLS							
	CBS TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{		{		10,300				15,030								
	SHARE OF AUDIENCE %	{		{		13.5	13.3*	13.6*		19.7	18.7*	21.0*		19.9*		19.2*		
	AVG. AUD. BY ¼ HR. %	{		{		22	22 *	22 *		32	30 *	32 *		33 *		33 *		
		{		{		13.4	13.3	13.3	13.9	18.5	19.0	21.1	21.0	19.9	19.9	19.6	18.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		17,320				17,550		14,570		18,010				
		{		{		22.7				23.0		19.1		23.6				
		{		{		REAL PEOPLE (OP)					DIFF'RENT STROKES		HELLO, LARRY		BEST-SATURDAY NIGHT LIVE (R)			
	NBC TV																	
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,960				15,410		13,200		14,190				
	SHARE OF AUDIENCE %	{		{		18.3	17.4*	19.1*		20.2		17.3		18.6	19.2*	17.9*		
	AVG. AUD. BY ¼ HR. %	{		{		30	29 *	30 *		32		27		31	32 *	31 *		
		{		{		16.6	18.3	19.1	19.0	19.5	20.8	17.2	17.4	19.6	18.8	18.3	17.6	
TV HOUSEHOLDS USING TV WK. 1		55.1	57.3	58.3	60.2	63.5	65.0	65.8	66.1	66.5	66.8	66.8	65.9	65.2	64.2	63.3	62.8	
(See Def. 1) WK. 2		51.6	54.0	55.0	57.1	59.2	61.4	62.7	63.0	62.5	64.0	64.6	64.8	61.5	60.0	58.2	56.6	

U.S. TV Households: 76,300,000

(1) WORLD SERIES PRE GAME #7, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.24, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. OCT. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,240 22.6	16,480 21.6		17,400 22.8		16,250 21.3		17,700 23.2						
	ABC TV					LAVERNE AND SHIRLEY		BENSON		BARNEY MILLER		SOAP (OP)		20/20					
	AVERAGE AUDIENCE (Households (000) & %)					15,180 19.9	15,640 20.5		15,870 20.8		15,280 20.0		13,810 18.1		18.5*	17.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.2	33 20.6	33 20.2	33 20.8	32 20.6	32 21.0	32 19.8	32 20.1	32 18.9	32 18.0	32 17.9	32 17.7		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,560 21.7	13,510 17.7		13,810 18.1										
	CBS TV					WALTONS (OP)		HAWAII FIVE-O		BARNABY JONES									
	AVERAGE AUDIENCE (Households (000) & %)					13,120 17.2	16.4*	18.0*		10,990 14.4	14.0*	14.9*		11,670 15.3	15.1*	15.4*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 16.1	27* 16.7	29* 17.9	29* 18.1	23 13.8	22* 14.1	24* 14.7	24* 15.1	27 15.2	26* 15.1	28* 15.4	28* 15.4		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,480 21.6	20,070 26.3		17,320 22.7										
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.		KATE LOVES A MYSTERY									
	AVERAGE AUDIENCE (Households (000) & %)					12,890 16.9	16.4*	17.5*		16,400 21.5	20.9*	22.1*		14,190 18.6	18.9*	18.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 16.4	27* 16.4	28* 17.5	28* 17.5	34 21.5	33* 20.9	35* 22.1	33 18.6	32* 18.9	33* 18.2	33* 18.2	33* 18.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,400 21.5	15,640 20.5		25,940 34.0										
	ABC TV					LAVERNE AND SHIRLEY		BENSON (OP)		ABC NFL FOOTBALL SPECIAL SAN DIEGO VS OAKLAND (8:00-12:10AM) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					14,040 18.4	14,270 18.7		13,350 17.5	17.6*	17.9*		19.3*	17.6*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 17.6	30 19.1	30 18.5	31 19.0	31 17.7	28* 17.5	28* 17.7	28* 18.0	31* 19.5	31* 19.1	30* 17.5	30* 17.6		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,010 22.3	16,180 21.2		17,090 22.4										
	CBS TV					WALTONS (OP)		HAWAII FIVE-O		BARNABY JONES									
	AVERAGE AUDIENCE (Households (000) & %)					14,190 18.6	18.2*	19.1*		12,280 16.1	15.8*	16.3*		14,570 19.1	18.9*	19.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 17.6	30* 18.7	30* 19.6	30* 18.6	26 15.4	25* 16.2	26* 16.3	26* 16.3	33 18.6	32* 19.1	35* 19.4	35* 19.2		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,180 19.9	21,670 28.4		14,420 18.9										
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)		QUINCY, M.E.		KATE LOVES A MYSTERY									
	AVERAGE AUDIENCE (Households (000) & %)					12,060 15.8	14.8*	16.9*		17,400 22.8	22.4*	23.3*		10,830 14.2	14.4*	14.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 14.3	25* 15.2	27* 16.3	27* 17.5	36 21.7	36* 23.1	37* 23.3	37* 23.3	25 14.8	24* 13.9	25* 13.8	25* 14.4		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	51.7	54.9	56.5	58.0	59.2	61.1	62.3	62.8	62.3	62.9	62.7	62.9	59.2	57.5	57.0	54.5
U.S. TV Households: 76,300,000				52.4	53.8	54.9	57.1	58.6	61.1	62.7	63.2	62.6	63.0	63.4	63.6	60.4	59.0	56.4	55.3

For explanation of symbols, See page A.

EVE. THU. OCT. 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 19, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{		13,580 17.8		{		17,320 22.7		{		ABC FRIDAY NIGHT MOVIE THE DEATH OF OCEAN VIEW PARK		{			
ABC TV		{		{		{		{		{		{		{			
AVERAGE AUDIENCE (Households (000) & %)		{		10,220 13.4		{		11,140 14.6		{		{		{			
SHARE OF AUDIENCE %		{		24		24 *		26		24 *		24 *		29 *			
AVG. AUD. BY ¼ HR. %		{		13.1		12.8		13.4		14.3		13.4		16.2			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		16,480 21.6		{		19,380 25.4		{		21,140 27.7		{		
	CBS TV		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)		{		12,510 16.4		{		16,630 21.8		{		18,160 23.8		{		
	SHARE OF AUDIENCE %		{		30		27 *		40		40 *		43		44 *		
	AVG. AUD. BY ¼ HR. %		{		13.9		15.5		17.9		18.5		22.0		24.0		
TOTAL AUDIENCE (Households (000) & %)		{		15,110 19.8		13,120 17.2		{		13,200 17.3		{		10,220 13.4		{	
NBC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		13,510 17.7		11,750 15.4		{		10,680 14.0		{		8,550 11.2		{	
SHARE OF AUDIENCE %		{		33		28		26		26 *		26 *		20 *		20 *	
AVG. AUD. BY ¼ HR. %		{		17.0		18.4		15.6		15.2		13.8		14.1		11.1	
WEEK 2	ABC TV		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)		{		8,700 11.4		{		21,060 27.6		{		23,420 30.7		{		
	SHARE OF AUDIENCE %		{		20		22 *		21 *		20 *		19 *		17 *		
	AVG. AUD. BY ¼ HR. %		{		11.8		12.4		12.0		11.6		11.9		10.0		
	TOTAL AUDIENCE (Households (000) & %)		{		17,780 23.3		{		21,060 27.6		{		23,420 30.7		{		
CBS TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		13,730 18.0		{		17,930 23.5		{		20,070 26.3		{			
SHARE OF AUDIENCE %		{		33		31 *		41		40 *		41 *		45 *		49 *	
AVG. AUD. BY ¼ HR. %		{		16.0		17.5		20.0		22.0		23.6		24.3		27.4	
TOTAL AUDIENCE (Households (000) & %)		{		17,170 22.5		{		17,090 22.4		{		12,670 16.6		{			
NBC TV		{		{		{		{		{		{		{		{	
AVERAGE AUDIENCE (Households (000) & %)		{		13,200 17.3		13,660 17.9		{		10,530 13.8		{		13.9*		{	
SHARE OF AUDIENCE %		{		31		31 *		31 *		31 *		31 *		24		25 *	
AVG. AUD. BY ¼ HR. %		{		16.5		17.5		17.7		17.9		18.0		17.9		14.2	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1 46.2		WK. 2 48.8		47.4		49.9		51.9		51.6		52.6	
U.S. TV Households: 76,300,000		{		46.2		48.8		47.4		49.9		51.9		51.6		52.6	

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. FRI. OCT. 26, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 20, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,060 15.8			10,000 13.1			17,090 22.4			18,620 24.4		
	ABC TV					ROPER'S		DETECTIVE SCHOOL		LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					10,830 14.2			9,160 12.0			14,650 19.2	18.7*	19.8*	15,180 19.9	19.9*	19.8*
	SHARE OF AUDIENCE %					27			22			34	33 *	35 *	39	38 *	39 *
	AVG. AUD. BY ¼ HR. %					13.4	15.0	11.9	12.1	17.9	19.4	19.9	19.7	19.7	20.2	19.6	20.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,850 24.7			CELEBRITY CHALLENGE-SEXES (OP)						11,370 14.9	PARIS	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,060 14.5	13.8*			15.2*			14.4*	14.5*	8,700 11.4	11.6*	11.3*
	SHARE OF AUDIENCE %					26	26 *			28 *			26 *	26 *	22	22 *	22 *
	AVG. AUD. BY ¼ HR. %					13.7	13.9	15.6	14.8	14.4	14.3	14.5	14.6	12.0	11.2	11.1	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,080 25.0			CHIPS (OP)				15,340 20.1	B.J. AND THE BEAR		MAN CALLED SLOANE	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,570 19.1	17.7*			20.4*	16.8	16.8*	16.9*	14.3	14.2*	14.4*	14.4*
	SHARE OF AUDIENCE %					36	34 *			37 *	30	30 *	30 *	28	27 *	29 *	29 *
	AVG. AUD. BY ¼ HR. %					17.0	18.5	20.2	20.6	17.1	16.5	16.8	17.0	14.5	14.0	14.4	14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,980 15.7			10,300 13.5			17,850 23.4			18,770 24.6		
	ABC TV					ROPER'S		DETECTIVE SCHOOL		LOVE BOAT (OP)				FANTASY ISLAND			
	AVERAGE AUDIENCE (Households (000) & %)					10,450 13.7			9,230 12.1			15,490 20.3	19.6*	21.0*	15,790 20.7	20.2*	21.2*
	SHARE OF AUDIENCE %					26			22			35	35 *	36 *	38	37 *	39 *
	AVG. AUD. BY ¼ HR. %					13.3	14.1	11.5	12.7	18.9	20.3	21.0	20.9	19.9	20.5	21.1	21.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,330 21.4			SHOOTIST (R)(OP)						12,820 16.8	PARIS	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,370 14.9	13.7*			14.3*			15.9*	15.9*	10,150 13.3	13.3*	13.2*
	SHARE OF AUDIENCE %					27	26 *			26 *			28 *	27 *	25	25 *	25 *
	AVG. AUD. BY ¼ HR. %					13.4	13.9	14.4	14.3	15.9	15.9	15.8	16.0	13.4	13.2	13.4	13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,540 24.3			CHIPS (OP)				13,960 18.3	B.J. AND THE BEAR		MAN CALLED SLOANE	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,030 19.7	17.9*			21.4*	15.1	14.9*	15.2*	13.6	13.5*	13.7*	13.7*
	SHARE OF AUDIENCE %					37	34 *			39 *	26	26 *	26 *	25	25 *	25 *	25 *
	AVG. AUD. BY ¼ HR. %					16.8	19.0	21.3	21.6	14.7	15.1	15.4	15.1	13.3	13.7	13.8	13.7
TV HOUSEHOLDS USING TV WK. 1		45.3	46.3	47.9	49.9	51.3	53.6	54.5	54.6	55.7	56.1	56.5	56.3	52.9	51.3	50.3	50.5
(See Def. 1) WK. 2		45.5	47.4	48.2	49.7	51.3	53.4	54.0	55.1	56.0	57.0	57.8	57.9	54.0	53.9	54.0	53.7
U.S. TV Households: 78,300,000																	

For explanation of symbols, See page A.

EVE. SAT. OCT. 27, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. OCT.21, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)		{ 8,770 11.5		{ 8,240 10.8		{ 18,160 23.8		{ 12,820 16.8		{ 18,690 24.5							
ABC TV		OUT OF THE BLUE		NEW KIND OF FAMILY		MORK & MINDY		TAXI(B) (OP)		ABC SUNDAY NIGHT MOVIE MARCIANO							
AVERAGE AUDIENCE (Households (000) & %)		{ 7,100 9.3		{ 6,790 8.9		{ 15,030 19.7		{ 11,060 14.5		{ 12,210 16.0		{ 14.7* 22 *		{ 16.1* 25 *		{ 16.6* 28 *	
SHARE OF AUDIENCE %		{ 17		{ 15		{ 31		{ 22		{ 26		{ 22 *		{ 25 *		{ 31 *	
AVG. AUD. BY ¼ HR.		{ 8.9		{ 9.8		{ 8.2		{ 9.5		{ 17.5		{ 21.8		{ 14.4		{ 14.6	
TOTAL AUDIENCE (Households (000) & %)		{ 13,960 18.3		{ 26,400 34.6		{ 19,460 25.5		{ 23,200 30.4		{ 20,370 26.7		{ 21,590 28.3		{ 20,750 27.2			
CBS TV		{ (1) (-OP)		{ 60 MINUTES (7:16-8:16PM)(-OP)		{ ARCHIE BUNKER'S PLACE (8:16-9:46PM) (-OP)		{ ONE DAY AT A TIME (8:46-9:18PM) (-OP)		{ ALICE (9:16-9:48PM)(OP) (-OP)		{ JEFFERSONS (9:48-10:16PM) (-OP)		{ TRAPPER JOHN, M.D. - (10:16-11:16PM)			
AVERAGE AUDIENCE (Households (000) & %)		{ 13,280 17.4		{ 19,910 26.1		{ 27.1* 46 *		{ 15,950 20.9		{ 19,840 26.0		{ 18,690 24.5		{ 19,000 24.9		{ 16,790 22.0	
SHARE OF AUDIENCE %		{ 32		{ 44		{ 46 *		{ 32		{ 39		{ 37		{ 39		{ 41	
AVG. AUD. BY ¼ HR.		{ 17.3		{ 24.1		{ 26.9		{ 27.4		{ 26.3		{ 19.0		{ 22.6		{ 24.1	
TOTAL AUDIENCE (Households (000) & %)		{ 9,230 12.1		{ 16,560 21.7		{ 26,320 34.5								{ 13,960 18.3			
NBC TV		{ (2) (OP)		{ DISNEY'S WONDERFUL WORLD GUS, THE PIGSKIN MULE, PART 1(R)		{ BIG EVENT 25 YEARS OF TV GUIDE(OP)								{ PRIME TIME SUNDAY			
AVERAGE AUDIENCE (Households (000) & %)		{ 8,930 11.7		{ 13,660 17.9		{ 18.9* 32 *		{ 16,100 21.1		{ 19.0* 30 *		{ 22.9* 35 *		{ 21.9* 33 *		{ 20.7* 32 *	
SHARE OF AUDIENCE %		{ 22		{ 31		{ 32 *		{ 32		{ 30 *		{ 35 *		{ 33 *		{ 23 *	
AVG. AUD. BY ¼ HR.		{ 11.7		{ 15.9		{ 18.4		{ 19.5		{ 17.6		{ 20.3		{ 23.1		{ 22.7	
TOTAL AUDIENCE (Households (000) & %)		{ 14,420 18.9		{ 13,730 18.0		{ 21,590 28.3		{ 14,340 18.8		{ 19,000 24.9							
ABC TV		{ HALLOWEEN IS GRINCH NIGHT (R)		{ HALLOWEEN-ALMOST WASN'T		{ MORK & MINDY		{ ASSOCIATES (OP)		ABC SUNDAY NIGHT MOVIE DISASTER ON THE COASTLINER							
AVERAGE AUDIENCE (Households (000) & %)		{ 12,130 15.9		{ 12,670 16.6		{ 19,230 25.2		{ 11,980 15.7		{ 13,050 17.1		{ 14.9* 22 *		{ 16.8* 26 *		{ 17.8* 29 *	
SHARE OF AUDIENCE %		{ 25		{ 25		{ 38		{ 23		{ 28		{ 22 *		{ 26 *		{ 35 *	
AVG. AUD. BY ¼ HR.		{ 15.1		{ 16.7		{ 16.1		{ 17.1		{ 23.7		{ 26.7		{ 16.3		{ 15.2	
TOTAL AUDIENCE (Households (000) & %)		{ 30,440 39.9		{ 23,650 31.0		{ 27,090 35.5		{ 24,640 32.3		{ 22,810 29.9		{ 20,140 26.4					
CBS TV		{ 60 MINUTES (7:11-8:11PM)(OP)(-OP)		{ ARCHIE BUNKER'S PLACE (8:11-9:41PM) (-OP)		{ ONE DAY AT A TIME (8:41-9:11PM) (OP)(-OP)		{ ALICE (9:11-9:41PM) (-OP)		{ JEFFERSONS (9:41-10:11PM) (-OP)		{ TRAPPER JOHN, M.D. - (10:11-11:11PM)					
AVERAGE AUDIENCE (Households (000) & %)		{ 23,580 30.9		{ 31.4* 48 *		{ 18,920 24.8		{ 23,420 30.7		{ 20,980 27.5		{ 15,490 20.3		{ 19.9* 36 *			
SHARE OF AUDIENCE %		{ 47		{ 48 *		{ 37		{ 45		{ 45		{ 43		{ 37		{ 20.1	
AVG. AUD. BY ¼ HR.		{ 27.7		{ 30.3		{ 31.1		{ 31.6		{ 23.5		{ 22.4		{ 27.5		{ 29.6	
TOTAL AUDIENCE (Households (000) & %)		{ 16,180 21.2		{ 22,130 29.0										{ 9,230 12.1			
NBC TV		{ DISNEY'S WONDERFUL WORLD GUS, THE PIGSKIN MULE, PART 2(R)		{ BIG EVENT ONE FLEW OVER THE CUCKOO'S NEST (8:00-10:42PM)(R)(SUS)(OP)(-OP)													
AVERAGE AUDIENCE (Households (000) & %)		{ 11,980 15.7		{ 16.9* 26 *		{ 12,740 16.7		{ 14.3* 21 *		{ 17.7* 26 *		{ 17.5* 26 *		{ 16.9* 26 *		{ 17.7* 29 *	
SHARE OF AUDIENCE %		{ 24		{ 23 *		{ 26 *		{ 26 *		{ 26 *		{ 26 *		{ 26 *		{ 21	
AVG. AUD. BY ¼ HR.		{ 13.8		{ 15.2		{ 16.6		{ 17.1		{ 13.2		{ 15.5		{ 17.7		{ 17.8	
TV HOUSEHOLDS USING TV WK. 1		53.4	55.9	58.7	60.7	62.4	64.2	65.3	66.0	66.6	66.9	66.4	64.3	61.1	56.6	53.9	52.0
(See Def. 1) WK. 2		61.5	64.3	65.5	66.7	66.8	67.1	67.3	67.7	67.8	67.5	66.1	64.3	62.9	59.6	56.4	52.2

U.S. TV Households: 76,300,000

(1) CBS NFL FOOTBALL SPECIAL, CBS, (7:00-7:16PM)(S)

(2) DISNEY'S WOND. WORLD(B), NBC, (7:01-7:15PM)

A-15 (3) PRIME TIME SUNDAY, NBC, (10:42-11:00PM)

For explanation of symbols, See page A

EVE.SUN. OCT.28, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9															
	ABC TV ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,430 5.8															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 5.8															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.8								7,100 9.3							
	CBS TV TRAPPER JOHN, M.D. (-OP)	CBS SUNDAY NEWS-BRADLEY								LATE MOVIE I >(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,800 7.6								4,810 6.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 20 21.6								6.4* 22							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,660 4.8								10,070 13.2							
	NBC TV NBC LATE NIGHT MOVIE (11:30-1:32AM)(-OP)									TONIGHT SHOW							
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,910 2.5								5,650 7.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 2.9								26 9.0							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,960 6.5															
	ABC TV ABC WEEKEND REPORT-SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 6.3															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 6.3															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.8								7,940 10.4							
	CBS TV CBS SUNDAY NEWS-BRADLEY (11:11-11:26PM) (-OP)									LATE MOVIE I >(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,720 7.5								5,800 7.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 19 8.0								27 7.9							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.1								9,230 12.1							
	NBC TV NBC LATE NIGHT MOVIE (-OP)									TONIGHT SHOW							
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,600 2.1								5,110 6.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 10 2.3								25 8.9							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.1								9,230 12.1							
	NBC TV NBC LATE NIGHT MOVIE (-OP)									TONIGHT SHOW							
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,600 2.1								5,110 6.7							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 10 2.3								25 8.9							
TV HOUSEHOLDS USING TV		WK. 1	46.6	39.0	29.5	24.9	21.1	19.1	17.7	36.5	31.7	27.6	24.6	21.3	18.8	16.4	14.1
(See Def. 1)		WK. 2	45.1	37.4	30.1	25.4	20.9	18.7	16.5	34.3	31.0	26.9	24.1	21.1	18.5	16.0	14.2
U.S. TV Households: 76,300,000																	

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 15-19, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
OCT. 15-19, 1979																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		3,280 4.3				3,970 5.2											
			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)		2,440 3.2				3,430 4.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		23 3.3				28 4.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,520 3.3				3,970 5.2				2,370 3.1				2,900 3.8			
			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				BEAT THE CLOCK (10:30-10:54AM) (OP)				WHEW			
	AVERAGE AUDIENCE (Households (000) & %)		1,680 2.2				2,290 3.0				1,910 2.5				2,590 3.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		17 2.1				19 2.7				14 2.4				19 3.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,590 4.7				4,500 5.9				3,130 4.1				3,590 4.7			
			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		2,750 3.6				3,660 4.8				2,590 3.4				3,050 4.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		26 3.6				30 4.6				19 3.4				23 3.9			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,590 4.7				4,120 5.4											
			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)		2,590 3.4				3,430 4.5											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		23 3.4				28 4.4											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,440 3.2				3,970 5.2				2,210 2.9				2,820 3.7			
			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				BEAT THE CLOCK (10:30-10:54AM) (OP)				WHEW			
	AVERAGE AUDIENCE (Households (000) & %)		1,600 2.1				2,290 3.0				1,910 2.5				2,440 3.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		16 2.0				19 2.5				14 2.4				18 3.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,590 4.7				4,430 5.8				3,360 4.4				3,430 4.5			
			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		2,750 3.6				3,590 4.7				2,900 3.8				2,980 3.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		25 3.6				29 4.7				22 3.7				22 3.8			
TV HOUSEHOLDS USING TV WK 1 WK 2																		
(See Def. 1)																		
U.S. TV Households: 76,300,000																		

DAY MON.-FRI. OCT. 22-26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 15-19, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{ 4,200 5.5		{ 5,570 7.3		{ 3,510 4.6		{ 5,880 7.7		{ 8,700 11.4		{ 8,620 11.3					
ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,590 4.7		{ 4,650 6.1		{ 2,980 3.9		{ 5,040 6.6		{ 6,710 8.8		{ 6,710 8.8		{ 8.2*		{ 9.0*	
SHARE OF AUDIENCE %		{ 26		{ 30		{ 17		{ 27		{ 34		{ 32 *		{ 35 *		{ 33	
AVG. AUD. BY ¼ HR. %		{ 4.4		{ 5.0		{ 5.9		{ 6.3		{ 3.7		{ 4.1		{ 6.4		{ 6.8	
TOTAL AUDIENCE (Households (000) & %)		{ 4,500 5.9		{ 5,190 6.8		{ 6,490 8.5		{ 7,860 10.3		{ 7,320 9.6		{ 7,320 9.6					
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,890 5.1		{ 4,500 5.9		{ 5,720 7.5		{ 7,020 9.2		{ 5,490 7.2		{ 5,490 7.2		{ 6.9*		{ 7.3*	
SHARE OF AUDIENCE %		{ 28		{ 30		{ 31		{ 39		{ 27		{ 26 *		{ 26 *		{ 28 *	
AVG. AUD. BY ¼ HR. %		{ 5.0		{ 5.3		{ 5.4		{ 6.3		{ 7.5		{ 7.5		{ 7.4		{ 7.3	
TOTAL AUDIENCE (Households (000) & %)		{ 3,820 5.0		{ 3,890 5.1		{ 2,750 3.6		{ 4,120 5.4		{ 6,410 8.4		{ 4,730 6.2		{ 7,250 9.5			
NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		WINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
AVERAGE AUDIENCE (Households (000) & %)		{ 3,280 4.3		{ 3,430 4.5		{ 2,290 3.0		{ 3,360 4.4		{ 4,650 6.1		{ 4,270 5.6		{ 4,960 6.5		{ 6.0*	
SHARE OF AUDIENCE %		{ 24		{ 23		{ 13		{ 18		{ 23		{ 22 *		{ 24 *		{ 21	
AVG. AUD. BY ¼ HR. %		{ 4.5		{ 4.2		{ 4.5		{ 4.4		{ 2.9		{ 3.1		{ 4.3		{ 4.5	
TOTAL AUDIENCE (Households (000) & %)		{ 4,430 5.8		{ 5,950 7.8		{ 3,360 4.4		{ 6,330 8.3		{ 9,000 11.8		{ 8,550 11.2					
ABC TV		LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,820 5.0		{ 5,040 6.6		{ 2,820 3.7		{ 5,490 7.2		{ 6,870 9.0		{ 6,870 9.0		{ 8.5*		{ 9.3*	
SHARE OF AUDIENCE %		{ 28		{ 32		{ 16		{ 30		{ 34		{ 33 *		{ 35 *		{ 33	
AVG. AUD. BY ¼ HR. %		{ 4.7		{ 5.2		{ 6.3		{ 6.9		{ 3.5		{ 3.8		{ 7.0		{ 7.4	
TOTAL AUDIENCE (Households (000) & %)		{ 4,120 5.4		{ 4,960 6.5		{ 6,180 8.1		{ 7,480 9.8		{ 7,550 9.9		{ 7,400 9.7					
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,510 4.6		{ 4,200 5.5		{ 5,490 7.2		{ 6,640 8.7		{ 5,650 7.4		{ 5,800 7.6		{ 7.6*		{ 7.6*	
SHARE OF AUDIENCE %		{ 26		{ 27		{ 30		{ 36		{ 28		{ 26 *		{ 26 *		{ 29 *	
AVG. AUD. BY ¼ HR. %		{ 4.5		{ 4.8		{ 5.3		{ 5.8		{ 7.1		{ 7.2		{ 8.5		{ 8.9	
TOTAL AUDIENCE (Households (000) & %)		{ 3,820 5.0		{ 4,040 5.3		{ 2,590 3.4		{ 4,040 5.3		{ 6,560 8.6		{ 5,040 6.6		{ 7,630 10.0			
NBC TV		HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		WINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES (MTHF)(S)(OP)		DOCTORS		ANOTHER WORLD			
AVERAGE AUDIENCE (Households (000) & %)		{ 3,360 4.4		{ 3,510 4.6		{ 2,140 2.8		{ 3,430 4.5		{ 4,880 6.4		{ 4,580 6.0		{ 5,260 6.9		{ 6.4*	
SHARE OF AUDIENCE %		{ 25		{ 23		{ 12		{ 18		{ 24		{ 23 *		{ 25 *		{ 22	
AVG. AUD. BY ¼ HR. %		{ 4.3		{ 4.4		{ 4.5		{ 4.7		{ 2.7		{ 2.9		{ 4.3		{ 4.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1		WK. 2		WK. 1		WK. 2		WK. 1		WK. 2		WK. 1		WK. 2	
U.S. TV Households: 76,300,000		18.3		19.0		19.7		20.8		22.6		24.2		24.4		24.9	
		17.9		18.9		20.0		21.2		22.8		24.0		24.7		25.3	
		25.3		26.2		26.3		26.6		26.0		26.5		26.4		27.5	
		25.2		26.2		26.5		26.9		26.0		26.4		27.1		28.2	

U.S. TV Households: 76,300,000

DAY MON.-FRI. OCT. 22-26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.15-19, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,380 12.3		GENERAL HOSPITAL		{ 4,430 5.8		EDGE OF NIGHT				{ 9,610 12.6		ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,320 9.6				{ 3,820 5.0						{ 8,160 10.7					
	SHARE OF AUDIENCE %	{ 34		9.4*		{ 34*		9.8*				{ 22					
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.5		{ 9.8		5.0		5.1		{ 10.4		11.0			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,180 8.1		GUIDING LIGHT		{ 2,900 3.8		ONE DAY AT A TIME-M-F		{ 12,130 15.9		LOVE OF LIFE		{ 10,530 13.8		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,190 6.8				{ 2,440 3.2				{ 10,530 13.8				{ 28		14.0	
	SHARE OF AUDIENCE %	{ 7.7		7.8		{ 7.0		3.1		3.3		{ 13.6					
	AVG. AUD. BY 1/4 HR.	{ 7.7		7.8		{ 7.0		3.1		3.3		{ 13.6					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5				{ 27		13.6	
	SHARE OF AUDIENCE %	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
	AVG. AUD. BY 1/4 HR.	{ 7.6		7.6		{ 6.7		7.5		{ 3.3		3.5		{ 13.3			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,460 12.4		ANOTHER WORLD		{ 4,350 5.7		GENERAL HOSPITAL		{ 9,920 13.0		EDGE OF NIGHT		{ 8,820 11.3		ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,400 9.7				{ 3,820 5.0				{ 8,820 11.3				{ 23		11.4	
	SHARE OF AUDIENCE %	{ 33		9.5*		{ 33*		10.0*		{ 33*		5.1		{ 4.9			
	AVG. AUD. BY 1/4 HR.	{ 9.3		9.7		{ 9.9		10.0		{ 5.1		4.9		{ 11.1			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		{ 2,980 3.9		ONE DAY AT A TIME-M-F		{ 11,600 15.2		LOVE OF LIFE		{ 10,300 13.5		CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,420 7.1				{ 2,590 3.4				{ 10,300 13.5							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 20, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,280 4.3	4,120 5.4		6,100 8.0		5,720 7.5		4,880 6.4		5,650 7.4			
	ABC TV					GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,590 3.4	3,360 4.4		4,810 6.3		4,430 5.8		3,970 5.2		4,650 6.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				21 3.0	3.8	20 4.0	4.9	29 5.8	6.8	26 6.0	5.5	23 5.6	4.8	27 5.8	6.3	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,750 3.6	5,490 7.2		6,260 8.2		6,870 9.0		7,250 9.5		6,260 8.2			
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,140 2.8	4,270 5.6		5,420 7.1		5,570 7.3		6,030 7.9		5,040 6.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				21 2.5	3.2	30 5.0	6.1	31 7.1	7.1	31 7.5	7.2	33 7.5	8.2	27 6.7	6.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,900 3.8	4,270 5.6		5,570 7.3		6,100 8.0		5,040 6.6		4,880 6.4			
	NBC TV					BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)		NEW SHMOO (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,140 2.8	3,430 4.5		4,430 5.8		5,040 6.6		4,350 5.7		4,200 5.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				23 2.3	3.4	25 4.3	4.7	26 6.1	5.5	29 6.4	6.9	25 5.5	5.8	23 5.6	5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,660 4.8	5,490 7.2		4,580 6.0		4,810 6.3		5,190 6.8		5,420 7.1			
	ABC TV					GREATEST SUPERFRIENDS-1	GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,820 3.7	4,580 6.0		3,970 5.2		4,120 5.4		4,350 5.7		4,430 5.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				29 3.2	4.2	34 5.6	6.5	27 5.3	5.2	24 5.2	5.6	23 5.7	5.7	23 6.2	5.4	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,900 3.8	3,970 5.2		6,640 8.7		8,010 10.5		9,080 11.9		8,320 10.9			
	CBS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)	MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,210 2.9	3,130 4.1		5,190 6.8		6,710 8.8		7,630 10.0		6,710 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				23 2.7	3.1	23 3.9	4.3	32 6.1	7.5	37 8.3	9.4	40 10.0	10.0	35 9.0	8.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,900 3.8	3,890 5.1		4,430 5.8		4,810 6.3		4,580 6.0		4,430 5.8			
	NBC TV					BAY CITY ROLLERS (SUS)	NEW DAFFY DUCK SHOW	CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY- THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)		NEW SHMOO (OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{				2,060 2.7	3,050 4.0		3,590 4.7		3,890 5.1		3,820 5.0		3,970 5.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				24 2.2	3.2	25 3.6	4.3	23 4.7	4.8	22 5.3	5.0	20 4.7	5.2	21 5.0	5.5	
TV HOUSEHOLDS USING TV		WK. 1	4.0	6.1	8.2	10.3	12.0	14.5	17.6	20.0	22.5	23.6	23.9	23.7	23.3	24.2	24.2	25.0
(See Def. 1)		WK. 2	4.2	5.6	6.7	9.2	11.7	13.6	16.5	18.8	20.5	22.0	23.2	24.3	24.9	25.4	25.3	25.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. OCT. 27, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. OCT. 20, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,960 6.5	5,420 7.1		4,960 6.5	4,730 6.2	18,770 24.6									
	ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS THE GIRL WITH ESP	NCAA FOOTBALL PRE GAME			NCAA FOOTBALL GAME USC VS NOTRE DAME & NORFOLK VS VIRGINIA UNION (12:45-4:08PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.5	4,430 5.8		4,120 5.4	4,500 5.9	9,310 12.2				10.0*	12.5*			11.5*	12.9*
	SHARE OF AUDIENCE %		21	28		21	25	43				36 *	45 *			42 *	45 *
	AVG. AUD. BY ¼ HR.	%	5.6	5.5	5.8	5.4	5.3	5.9	7.0	9.1	10.9	12.3	12.8	11.9	11.2	12.5	13.3
K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,020 9.2	5,110 6.7		3,590 4.7	4,270 5.6			4,270 5.6	2,290 3.0						
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)			TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,720 7.5	4,200 5.5		2,820 3.7	3,360 4.4			3,430 4.5	1,910 2.5						
	SHARE OF AUDIENCE %		30	23		15	17			16	9						
	AVG. AUD. BY ¼ HR.	%	7.8	7.2	5.7	3.5	3.9	4.1	4.6	4.8	4.2	2.6	2.5				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.7	4,120 5.4		4,650 6.1	4,500 5.9										
	NBC TV		FLASH GORDON (OP)	GODZILLA (OP)		JONNY QUEST	JETSONS										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,130 4.1	3,200 4.2		3,820 5.0	3,740 4.9										
	SHARE OF AUDIENCE %		17	17		21	19										
	AVG. AUD. BY ¼ HR.	%	4.2	4.1	4.1	4.8	5.2	4.7	5.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,570 7.3	5,260 6.9		5,260 6.9	17,010 22.3										
	ABC TV		SPIDERWOMAN (OP)	SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS THE PUPPY WHO WANTED A BOY				NCAA FOOTBALL GAME HOUSTON VS ARKANSAS & AMERICAN INTERNATIONAL VS SPRINGFIELD (12:44-3:34PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.8	4,430 5.8		4,270 5.6	8,010 10.5					7.9*	10.5*			11.0*	12.4*
	SHARE OF AUDIENCE %		23	26		23	40					33 *	41 *			42 *	45 *
	AVG. AUD. BY ¼ HR.	%	5.8	5.9	5.6	5.1	6.2	6.2	6.7	7.4	8.5	10.1	10.9	10.8	11.2	12.2	12.6
K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,780 10.2	6,030 7.9		5,190 6.8	4,580 6.0			5,110 6.7	3,740 4.9						
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)			TARZAN AND SUPER SEVEN 2 (OP)	30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,640 8.7	5,340 7.0		4,040 5.3	3,740 4.9			4,040 5.3	2,980 3.9						
	SHARE OF AUDIENCE %		34	28		21	19			22	16						
	AVG. AUD. BY ¼ HR.	%	9.1	8.3	6.9	5.4	5.2	4.9	5.0	5.3	5.2	4.0	3.8				
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 6.2	5,110 6.7		6,100 8.0	5,110 6.7										
	NBC TV		FLASH GORDON (OP)	GODZILLA (OP)		JONNY QUEST	JETSONS										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 5.0	4,350 5.7		5,190 6.8	4,270 5.6										
	SHARE OF AUDIENCE %		20	23		27	22										
	AVG. AUD. BY ¼ HR.	%	5.0	5.1	5.5	6.9	6.7	5.7	5.6								
TV HOUSEHOLDS USING TV WK. 1		25.0	25.2	24.4	24.4	24.2	24.3	25.1	27.4	28.1	27.9	27.6	27.6	27.1	27.1	27.7	28.7
(See Def. 1) WK. 2		25.7	25.2	24.8	25.1	24.8	25.8	25.4	25.7	24.0	24.0	24.5	24.9	25.0	26.1	27.2	27.6

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. OCT. 27, 1979

For explanation of symbols, See page A.

For explanation of symbols, See page A.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. OCT. 21, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,820 3.7		{ 2,060 2.7		{ 2,290 3.0		{ 2,210 2.9		{ 2,210 2.9		{ 2,210 2.9		{ 2,210 2.9		{ 2,210 2.9	
	ABC TV	{ KIDS ARE PEOPLE TOO !!! (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '79		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,140 2.8		{ 1,830 2.4		{ 1,750 2.3		{ 1,680 2.2		{ 1,680 2.2		{ 1,680 2.2		{ 1,680 2.2		{ 1,680 2.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 13 2.9		{ 11 2.5		{ 10 2.2		{ 8 2.1		{ 8 2.1		{ 8 2.1		{ 8 2.1		{ 8 2.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,590 4.7		{ 3,590 4.7		{ 8,090 10.6		{ 22,360 29.3		{ 22,360 29.3		{ 22,360 29.3		{ 22,360 29.3		{ 22,360 29.3	
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-7:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,050 4.0		{ 6,410 8.4		{ 12,440 16.3		{ 14.0* 46		{ 16.8* 48 *		{ 16.3* 46 *		{ 16.2* 45 *		{ 16.2* 45 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 3.9		{ 29 7.7		{ 46 9.2		{ 12.7 12.7		{ 15.2 15.2		{ 16.6 16.6		{ 17.0 17.0		{ 16.4 16.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,980 3.9		{ 3,890 5.1		{ 15,490 20.3		{ 15,490 20.3		{ 15,490 20.3		{ 15,490 20.3		{ 15,490 20.3		{ 15,490 20.3	
	NBC TV	{ MEET THE PRESS		{ NFL '79-NBC		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-4:21PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,290 3.0		{ 2,590 3.4		{ 7,710 10.1		{ 8.9* 29		{ 10.7* 32 *		{ 10.3* 29 *		{ 9.7* 27 *		{ 9.7* 27 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 3.0		{ 13 2.9		{ 29 7.6		{ 30* 10.1		{ 32* 10.5		{ 29* 10.9		{ 27* 10.6		{ 27* 10.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,360 4.4		{ 2,980 3.9		{ 2,210 2.9		{ 2,750 3.6		{ 2,750 3.6		{ 2,750 3.6		{ 2,750 3.6		{ 2,750 3.6	
	ABC TV	{ KIDS ARE PEOPLE TOO !!! (OP)		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '79		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)		{ DIRECTIONS (SUB)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,980 3.9		{ 2,440 3.2		{ 1,680 2.2		{ 2,060 2.7		{ 2,060 2.7		{ 2,060 2.7		{ 2,060 2.7		{ 2,060 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 3.8		{ 12 3.0		{ 8 2.4		{ 10 2.1		{ 10 2.9		{ 10 2.6		{ 10 2.6		{ 10 2.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9		{ 4,500 5.9		{ 7,630 10.0		{ 26,090 34.2		{ 26,090 34.2		{ 26,090 34.2		{ 26,090 34.2		{ 26,090 34.2	
	CBS TV	{ FACE THE NATION		{ CBS NFL FOOTBALL PRE GAME		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)		{ CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (1:00-5:03PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,430 4.5		{ 6,030 7.9		{ 15,340 20.1		{ 16.1* 54		{ 20.2* 58 *		{ 20.3* 54 *		{ 19.9* 53 *		{ 19.9* 53 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 4.5		{ 31 6.9		{ 54 9.0		{ 14.5 14.5		{ 17.6 17.6		{ 19.5 19.5		{ 20.9 20.9		{ 19.8 19.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,360 4.4		{ 2,980 3.9		{ 15,790 20.7		{ 15,790 20.7		{ 15,790 20.7		{ 15,790 20.7		{ 15,790 20.7		{ 15,790 20.7	
	NBC TV	{ MEET THE PRESS		{ NFL '79-NBC		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (1:00-7:02PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,900 3.8		{ 2,060 2.7		{ 6,640 8.7		{ 8.0* 23		{ 9.1* 26 *		{ 8.6* 23 *		{ 7.7* 20 *		{ 7.7* 20 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 3.7		{ 10 2.6		{ 23 2.7		{ 25* 7.2		{ 26* 9.3		{ 23* 8.4		{ 20* 7.8		{ 20* 7.7	
TV HOUSEHOLDS USING TV WK. 1		21.9	22.2	22.3	22.1	22.2	22.9	24.2	26.3	28.4	31.2	33.2	35.0	36.1	36.0	36.3	36.7
(See Def. 1) WK. 2		24.1	25.3	25.9	26.2	27.0	27.3	26.8	27.5	30.5	33.0	34.6	35.5	36.6	37.3	37.2	38.4

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. OCT. 28, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)		5,650 7.4 ABC WRLD NEWS TONIGHT-SUN															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		4,880															
SHARE OF AUDIENCE %		6.4															
AVG. AUD. BY 1/4 HR. %		14															
		6.3 6.5															
TOTAL AUDIENCE (Households (000) & %)		6,330 8.3 CBS EVENING NEWS- DEAN															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		5,260															
SHARE OF AUDIENCE %		6.9															
AVG. AUD. BY 1/4 HR. %		15															
		6.4 7.3															
TOTAL AUDIENCE (Households (000) & %)		20,520 26.9															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		9,840															
SHARE OF AUDIENCE %		12.9															
AVG. AUD. BY 1/4 HR. %		10.1*															
		10.6*															
		12.6*															
		14.1*															
		15.0*															
		14.2*															
TOTAL AUDIENCE (Households (000) & %)		7,550 9.9 ABC WRLD NEWS TONIGHT-SUN															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		6,030															
SHARE OF AUDIENCE %		7.9															
AVG. AUD. BY 1/4 HR. %		15															
		7.8 8.0															
TOTAL AUDIENCE (Households (000) & %)		27,320 35.8															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		11,980															
SHARE OF AUDIENCE %		12.4*															
AVG. AUD. BY 1/4 HR. %		12.6*															
		15.2*															
		16.3*															
		17.7*															
		17.9*															
TOTAL AUDIENCE (Households (000) & %)		4,650 6.1															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		4,350															
SHARE OF AUDIENCE %		5.7															
AVG. AUD. BY 1/4 HR. %		14															
		5.9 5.6															
TOTAL AUDIENCE (Households (000) & %)		7,400 9.7 NBC NIGHTLY NEWS- SUN.															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		6,030															
SHARE OF AUDIENCE %		7.9															
AVG. AUD. BY 1/4 HR. %		14															
		7.5 8.3															
TOTAL AUDIENCE (Households (000) & %)		38.0 38.5 38.8 38.2 37.5 37.8 38.1 37.7 38.1 39.1 39.4 40.9 43.2 45.4 47.0 49.5															
		39.4 40.7 41.7 41.9 41.0 41.7 42.3 43.7 44.7 46.3 47.8 49.3 52.5 54.3 55.8 57.1															

For explanation of symbols, See page A

DAY SUN. OCT. 28, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.47PM	+GRID	26,550	34.8	14,270	18.7	31			27,770	36.4	14,730	19.3	32		
	2	9.00-11.48PM	+GRID														
			11.00														
			11.15														
			11.30														
			11.45												18.2		
EVENING TUESDAY																	
ABC WORLD SERIES GAME #6(S)	1	8.14-11.06PM	+GRID	38,230	50.1	24,800	32.5	48									
			11.00														
ABC WORLD SERIES PRE GAME #6(S)	1	8.00- 8.14PM	8.00	18,240	23.9	17,780	23.3	38								17.0* 33*	
EVENING WEDNESDAY																	
ABC WORLD SERIES GM #7 FILL(SUS)	1	11.00-11.45PM	11.00														
EVENING THURSDAY																	
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.10AM	+GRID								25,940	34.0	13,350	17.5	31		
			11.00														
			11.15														
			11.30														
			11.45														
																18.4	
																17.4	
																17.1	
																16.2* 39*	
																15.3	
EVENING SATURDAY																	
			12.00													13.1	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,040	18.4	14,040	18.4	33	18.4		14,340	18.8	14,340	18.8	32	18.8	
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,710	8.8	6,560	8.6	18	8.6		6,330	8.3	6,180	8.1	16	8.1	
CBS NEWSBREAK-SAT.	2	8.54- 8.55PM	8.45	10,070	13.2	10,070	13.2	24	13.2		9,770	12.8	9,770	12.8	23	12.8	
	1	9.06- 9.07PM	9.00														
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	13,810	18.1	13,810	18.1	33	18.1		14,500	19.0	14,500	19.0	34	19.0	
NBC SATURDAY NIGHT	1	11.30-12.48AM	11.30	15,340	20.1	10,300	13.5	40	14.6		16,400	21.5	10,760	14.1	41	15.4	
	2	11.30-12.49AM	11.30														
			11.45														
			12.00														
			12.15														
			12.30												15.6		
			12.45													14.4	
																13.9	
																12.0	
																10.9	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	10,150	13.3	10,150	13.3	20	13.3		11,140	14.6	11,140	14.6	22	14.6	
CBS CBS NFL FOOTBALL GAME 2	2	4.00- 7.11PM	+GRID	13,960	18.3	13,280	17.4	32			27,320	35.8	11,980	15.7	34	21.9	
		7.00															
CBS CBS NFL FOOTBALL SPECIAL(S)	1	7.00- 7.16PM	+GRID														
			7.15														
CBS 60 MINUTES	2	7.11- 8.11PM	+GRID	26,400	34.6	19,910	26.1	44			30,440	39.9	23,580	30.9	47		
	1	7.16- 8.16PM	+GRID														
			8.00														
			8.15													31.5	
S ARCHIE BUNKER'S PLACE CONT'D	2	8.11- 8.41PM	+GRID						21.1		23,650	31.0	18,920	24.8	37		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
CBS ARCHIE BUNKER'S PLACE-CONT'D	1	8.16- 8.46PM	+GRID 8.30 8.45	19,460	25.5	15,950	20.9	32								28.7			
CBS ONE DAY AT A TIME	2	8.41- 9.11PM	+GRID						21.9		27,090	35.5	23,420	30.7	45				
	1	8.46- 9.16PM	+GRID 9.00 9.15	23,200	30.4	19,840	26.0	39								33.2			
CBS ALICE	2	9.11- 9.41PM	+GRID 9.30						25.8		24,640	32.3	23,120	30.3	45				
CBS NEWSBREAK-SUN.	2	9.09- 9.10PM	9.00								23,500	30.8	23,500	30.8	45	30.4			
CBS ALICE	1	9.16- 9.46PM	+GRID 9.45	20,370	26.7	18,690	24.5	37								30.8			
CBS NEWSBREAK-SUN.	1	9.15- 9.16PM	9.15	18,460	24.2	18,460	24.2	36	23.2										
CBS JEFFERSONS	2	9.41-10.11PM	+GRID						24.2		22,810	29.9	20,980	27.5	43				
	1	9.46-10.16PM	+GRID 10.00 10.15	21,590	28.3	19,000	24.9	39								27.7			
CBS TRAPPER JOHN, M.D.	2	10.11-11.11PM	+GRID						24.7		20,140	26.4	15,490	20.3	37				
	1	10.16-11.16PM	+GRID	20,750	27.2	16,790	22.0	41											
NBC NFL FOOTBALL GAME 2-NBC	1	4.07- 7.01PM	+GRID 11.00 11.15	20,520	26.9	9,840	12.9	32	16.7							20.7			
NBC BIG EVENT	2	8.00-10.42PM	+GRID 7.00 10.30						14.8		22,130	29.0	12,740	16.7	26				
NBC NBC NEWS UPDATE-SUN.	2	8.45- 8.46PM	8.45								13,430	17.6	13,430	17.6	26	15.6			
NBC NBC NEWS UPDATE-SUN.	1	9.07- 9.08PM	9.00	15,720	20.6	15,720	20.6	31	20.6							17.6			
NBC PROMO FILL-NBC(SUS)	2	10.40-10.42PM	10.30																
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.32AM	+GRID	3,660	4.8	1,910	2.5	13											
	2	11.30- 1.00AM	+GRID 12.45 1.00 1.15 1.30								3,130	4.1	1,600	2.1 1.8*	10 11*	1.8			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.00	14,270	18.7	13,510	17.7	29	22.8	M-F									
	2	>	8.45 9.45 10.00						14.0 18.6	M & F THU.	13,730	18.0	13,730	18.0	29	16.4 22.6 12.1	M-F TU & W FRI.		
ABC WORLD SERIES GM #6 FILL(SUS)	1	11.06-11.07PM	11.00							TUE.									
ABC BARNEY MILLER-11.30	1	11.38-12.13AM	11.30	6,790	8.9	5,570	7.3	26	8.2	TUE.									
	2	11.30-12.04AM	11.30 11.45 12.00								5,880	7.7	5,110	6.7	24	6.9 6.7 6.5	TUE. TUE. TUE.		
ABC CHARLIE'S ANGELS-11.30		11.30-12.37AM	11.30	7,100	9.3	5,110	6.7	21	7.1 6.9	TUE. TUE.						6.9 6.5	TUE. TUE.		
CONT'D									6.9	FRI.	8,770	11.5	6,100	8.0	24	8.6	FRI.		
A-39 U.S. TV HOUSEHOLDS: 76,300,000				FOR EXPLANATION OF SYMBOLS, SEE PAGE A.				*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC CHARLIE'S ANGELS-11.30-CONT'D																			
			11.45																
			12.00					6.8*	19*	6.7	FRI.				8.7*	24*	8.7	FRI.	
			12.15					6.8	FRI.	6.8	FRI.						8.0	FRI.	
			12.30					6.7*	22*	6.5	FRI.				7.6*	25*	7.2	FRI.	
ABC LOVE BOAT-11.30	2	11.30-12.37AM	11.30							6.2	FRI.						6.8	FRI.	
			11.45									7,250	9.5	5,040	6.6	26	7.4	WED.	
			12.00												7.0*	24*	6.7	WED.	
			12.15														6.7	WED.	
			12.30												6.5*	29*	6.3	WED.	
ABC POLICE WOMAN	1	11.30-12.38AM	11.30	6,260	8.2	4,430	5.8	21	6.6	THU.							5.2	WED.	
			11.45					6.4*	20*	6.2	THU.								
			12.00							5.8	THU.								
			12.15					5.6*	22*	5.3	THU.								
			12.30							4.7	THU.								
ABC FOOTBALL-FILL(SUS)	1	11.47-11.56PM	11.45								MON.								
ABC MONDAY NIGHT FTBL FILL(SUS)	2	11.48-11.51PM	11.45															MON.	
ABC FOOTBALL FILL(SUS)	2	12.10-12.11AM	12.00															THU.	
ABC TUESDAY MOVIE OF THE WEEK	1	12.13- 1.57AM	12.00	5,260	6.9	2,520	3.3	20	5.3	TUE.									
	2	12.04- 1.11AM	12.00									4,960	6.5	3,280	4.3	23	5.5	TUE.	
			12.15							4.5	TUE.					5.1*	23*	4.8	TUE.
			12.30							3.7	TUE.							4.3	TUE.
			12.45					3.5*	19*	3.4	TUE.					4.0*	22*	3.7	TUE.
			1.00							3.2	TUE.							3.3	TUE.
			1.15					3.0*	21*	2.8	TUE.								
			1.30							2.7	TUE.								
			1.45							2.3	TUE.								
ABC LOVE BOAT-11.30	1	12.16- 1.23AM	12.15	6,030	7.9	3,660	4.8	25	5.5	WED.									
			12.30							5.0	WED.								
			12.45					4.7*	24*	4.4	WED.								
			1.00							4.9	WED.								
			1.15							4.1	WED.								
ABC BARETTA-THU.	1	12.38- 1.24AM	12.30	3,590	4.7	2,670	3.5	20	3.8	THU.									
			12.45					3.6*	18*	3.5	THU.								
			1.00							3.5	THU.								
			1.15					3.5*	22*	3.5	THU.								
ABC BARETTA-WED.	2	12.37- 1.21AM	12.30									3,430	4.5	2,750	3.6	24	4.0	WED.	
			12.45												3.8*	23*	3.7	WED.	
			1.00														3.4	WED.	
	1	1.23- 2.09AM	1.15	2,670	3.5	1,980	2.6	25	3.3	WED.					3.3*	24*	3.2	WED.	
			1.30							2.8	WED.								
			1.45					2.6*	25*	2.4	WED.								
			2.00							2.3	WED.								
CBS NEWSBREAK-M-F	1	>	8.45	11,830	15.5	11,140	14.6	23	15.4	M-F									
CBS LATE MOVIE I	2	8.58- 8.59PM	8.45									11,900	15.6	11,900	15.6	25	15.6	M-F	
		>	-GR1D	7,100	9.3	4,810	6.3	22				7,940	10.4	5,800	7.6	27		M-F	
			12.30							6.0	M-F						6.9	M-F	

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U.S. TV HOUSEHOLDS: 76,300,000

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*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	13,120	17.2	13,120	17.2	27	17.2	M-F	13,810	18.1	13,810	18.1	29	18.1	M-F		
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	6,100	8.0	3,050	4.0	24	5.2	FRI.	5,110	6.7	3,050	4.0	26	4.7	FRI.		
			1.15				5.0*	25*	4.8	FRI.				4.6*	25*	4.5	FRI.		
			1.30						4.3	FRI.						4.3	FRI.		
			1.45				4.0*	25*	3.6	FRI.				4.2*	27*	4.0	FRI.		
			2.00						3.2	FRI.						3.5	FRI.		
			2.15				3.1*	23*	3.0	FRI.				3.1*	25*	2.8	FRI.		
NBC TOMORROW SHOW		>	-GRID	2,980	3.9	1,980	2.6	20		M-TH	2,520	3.3	1,830	2.4	18		M-TH		
			1.45						1.8	M-TH						1.6	M-TH		
DAY MONDAY-FRIDAY																			
ABC ABC DAYTIME NEWSBRIEF-FRI(SUS)	1	1.57- 1.59PM	1.45							FRI.									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45																
ABC ABC DAYTIME NEWSBRIEF-TUE(SUS)	1	1.57- 1.59PM	1.45	7,020	9.2	6,710	8.8	32	8.8	MWTH	6,710	8.8	6,330	8.3	31	8.3	TU-TH		
ABC ABC NEWSBRIEF-FRI(SUS)	2	1.57- 1.59PM	1.45							TUE.									
ABC ABC NEWSBRIEF-MON(SUS)	2	1.57- 1.59PM	1.45														FRI.		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30								8,390	11.0	5,880	7.7	23	6.6	WED.		
			4.45											6.9*	21*	7.3	WED.		
			5.00													8.3	WED.		
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	5.15											8.4*	24*	8.5	WED.		
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	2,750	3.6	2,290	3.0	17	3.0	M-F	2,590	3.4	2,210	2.9	16	2.9	M-F		
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							M-F		
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F		
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F		
NBC WOMEN LIKE US(S)	2	1.00- 2.00PM	1.00							M-F	6,710	8.8	4,200	5.5	21	5.7	TUE.		
			1.15											5.5*	21*	5.3	TUE.		
			1.30													5.5	TUE.		
			1.45											5.6*	20*	5.6	TUE.		
NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00								7,710	10.1	5,190	6.8	19	6.0	TUE.		
			4.15											6.2*	18*	6.4	TUE.		
			4.30													7.3	TUE.		
			4.45											7.4*	20*	7.4	TUE.		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,970	5.2	3,590	4.7	20	4.7		5,110	6.7	4,650	6.1	33	6.1			
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,260	6.9	4,810	6.3	27	6.3		4,350	5.7	4,120	5.4	22	5.4			
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,430	5.8	4,200	5.5	21	5.5		4,730	6.2	4,500	5.9	24	5.9			
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,350	5.7	3,740	4.9	23	4.9		4,270	5.6	4,040	5.3	23	5.3			
ABC NCAA FOOTBALL GAME	2	12.44- 3.34PM	-GRID								17,010	22.3	8,010	10.5	40				
			3.30													11.1			
ABC NCAA FOOTBALL PRE GAME	2	12.30-12.44PM	12.30								5,260	6.9	4,880	6.4	26	6.4			
ABC NCAA FOOTBALL GAME	1	12.45- 4.08PM	-GRID	18,770	24.6	9,310	12.2	43											
CONT'D																			

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U.S. TV HOUSEHOLDS: 76,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
ABC NCAA FOOTBALL GAME-CONT'D			4.00						14.6								
ABC NCAA FOOTBALL FILL-1(SUS)	2	3.30- 3.34PM	3.30														
ABC HALF TIME NEWS-2(SUS)	2	4.31- 4.36PM	4.30														
ABC HALFTIME REGIONAL 1(SUS)	1	5.25- 5.30PM	5.15														
ABC HALFTIME REGIONAL 4(SUS)	1	5.22- 5.28PM	5.15														
ABC HALF TIME NEWS-1(SUS)	2	5.31- 5.36PM	5.30														
ABC HALFTIME REGIONAL 2(SUS)	1	5.39- 5.44PM	5.30														
ABC HALFTIME REGIONAL 5(SUS)	1	5.35- 5.40PM	5.30														
ABC HALFTIME REGIONAL 3(SUS)	1	5.56- 6.01PM	5.45														
ABC NCAA FOOTBALL FILL-2(SUS)	2	6.54- 7.00PM	6.45														
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,590	3.4	2,440	3.2	22	3.2		2,520	3.3	2,440	3.2	24	3.2	
CBS IN THE NEWS- 8.52AM		8.56- 8.59AM	8.45	5,110	6.7	4,730	6.2	31	6.2		4,040	5.3	3,510	4.6	24	4.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,650	7.4	5,190	6.8	29	6.8		6,030	7.9	5,880	7.7	35	7.7	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	6,260	8.2	5,650	7.4	32	7.6		8,160	10.7	7,710	10.1	41	9.9	
		10.00							7.3							10.2	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,570	7.3	5,260	6.9	28	6.9		6,710	8.8	6,330	8.3	33	8.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,490	7.2	5,110	6.7	27	6.7		6,490	8.5	5,950	7.8	31	7.8	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,810	6.3	4,270	5.6	23	5.6		6,180	8.1	5,570	7.3	29	7.3	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,050	4.0	2,820	3.7	15	3.7		4,350	5.7	3,890	5.1	20	5.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,040	5.3	3,820	5.0	18	5.0		3,890	5.1	3,740	4.9	19	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,280	4.3	3,130	4.1	15	4.1		3,970	5.2	3,740	4.9	20	4.9	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,040	5.3	3,820	5.0	26	5.0		3,430	4.5	3,130	4.1	23	4.1	
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,650	6.1	4,500	5.9	26	5.9		3,510	4.6	3,430	4.5	19	4.5	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,430	5.8	4,270	5.6	24	5.6		3,970	5.2	3,890	5.1	20	5.1	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	3,740	4.9	3,510	4.6	19	4.6		4,270	5.6	4,120	5.4	22	5.4	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,200	4.2	3,050	4.0	16	4.0		3,740	4.9	3,740	4.9	19	4.9	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,510	4.6	3,360	4.4	18	4.4		5,260	6.9	4,960	6.5	26	6.5	
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,290	3.0	2,140	2.8	13	2.8		3,360	4.4	3,200	4.2	17	4.2	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,140	2.8	1,830	2.4	11	2.4		2,900	3.8	2,520	3.3	13	3.3	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	610	.8	610	.8	11	.8		1,070	1.4	1,070	1.4	10	1.4	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	690	.9	690	.9	8	.9		1,370	1.8	1,140	1.5	9	1.5	
BS SPORTS FILL(SUS)	2	3.57- 3.59PM	3.45														